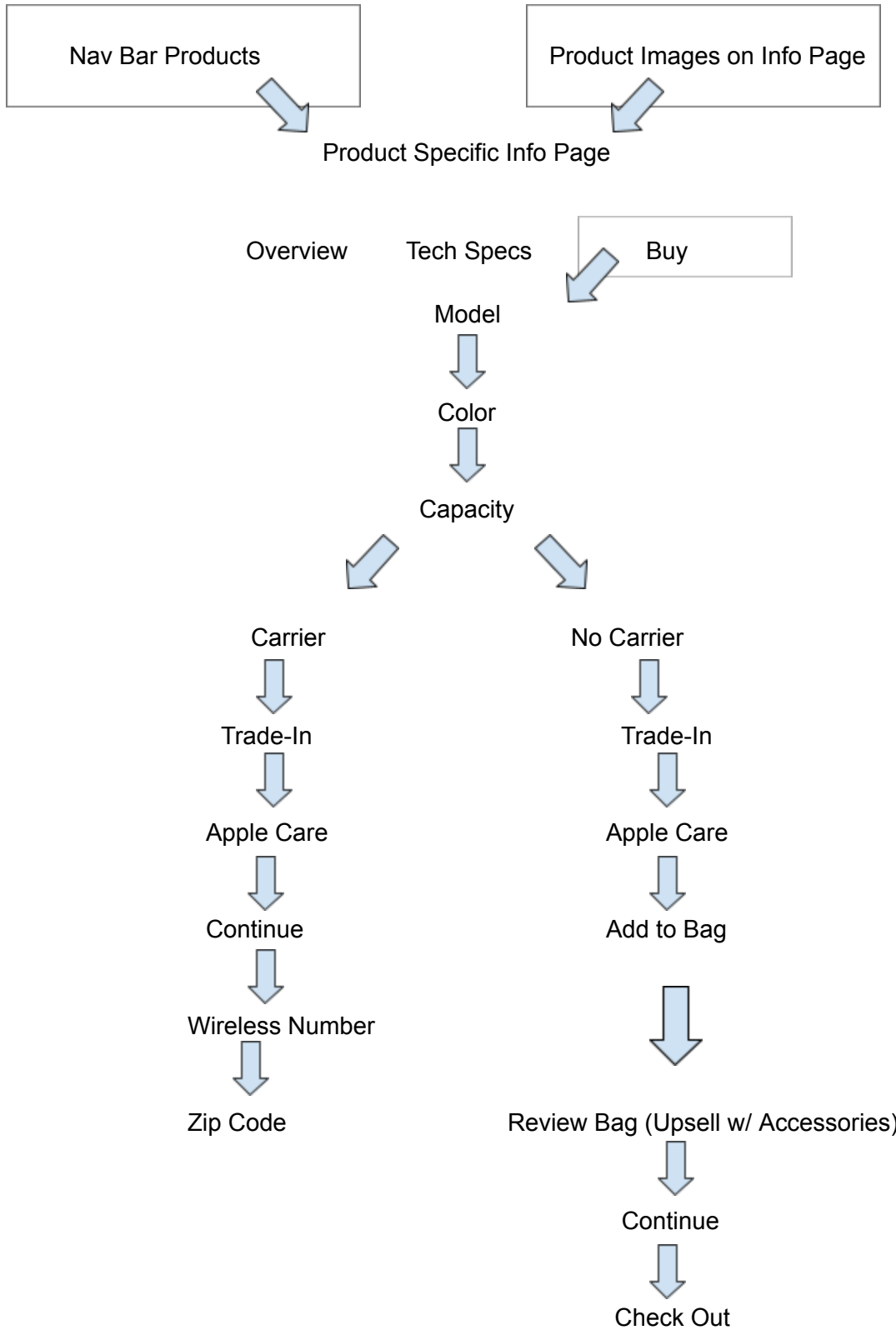


# User Flow

iPhone General Info Page



Reflect on Apple's user flow. Is it overcomplicated? Complicated, but necessarily so? Or fairly easy?

I think Apple's user flow is long, but most of it is necessary. I think the upsell is sometimes annoying to the consumer, especially if they feel like they are already spending a lot of money on the main product, but I understand the business' desire to cash in when they can.

## User Stories

- Step 1: Come up with 5 user stories Apple might have come up with when determining how to build this page. For each user story, create a detailed list of what features you saw on Apple's iPhone product page that helped you come up with that user story.
  - As a consumer I want to see all of my options easily so that I can quickly navigate to the item I am looking for.
    - Navigation Bar
    - Each Product Page
    - Item specific options during checkout (color, capacity, etc)
  - As a company we want to display all of our designs boldly so that we can effectively convey the emotional aesthetic that we are known for.
    - Bold Splashy Images
    - Liberal use of white space
    - Colorful screen displays
  - As a user I want to see items that are relevant for me based on what I am looking for so that I don't waste time looking at items that aren't compatible with my product.
    - Accessories located at the top on the Nav Bar
    - Accessories located at the bottom and throughout the info page
    - Accessories offered at check out as upsales
  - As a budget conscious shopper I want to see all of the ways I can pay for and save on my purchase so that I can be sure that my purchase will fit into my budget.
    - Options for financing
    - Options for trading in older devices
    - Apple card perks
  - As a user I want to be able to compare and contrast different products so that I know I am getting the right product for me.
    - Product comparison section
    - Detailed specs to compare
    - Pictures to illustrate capabilities

TRELLO:

<https://trello.com/invite/b/uPMP5CwF/61eec8fab5563dfdb21307485170fc72/iphone-product-page>