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iPhone Product Page

User Flow

```
        iPhone
     Landing Page
          |
          v
    Click on the
   desired iPhone
       device
          |
          v
  Click on the "View
   Pricing" button in
   the upper right
        corner
          |
          v
    Choose the
   desired model
          |
          v
   Choose desired
   space capacity
          |
          v
  Choose whether to
   connect to carrier
          |
          v
  Choose whether to
      trade-in
          |
          v
  Choose a payment
       option
```
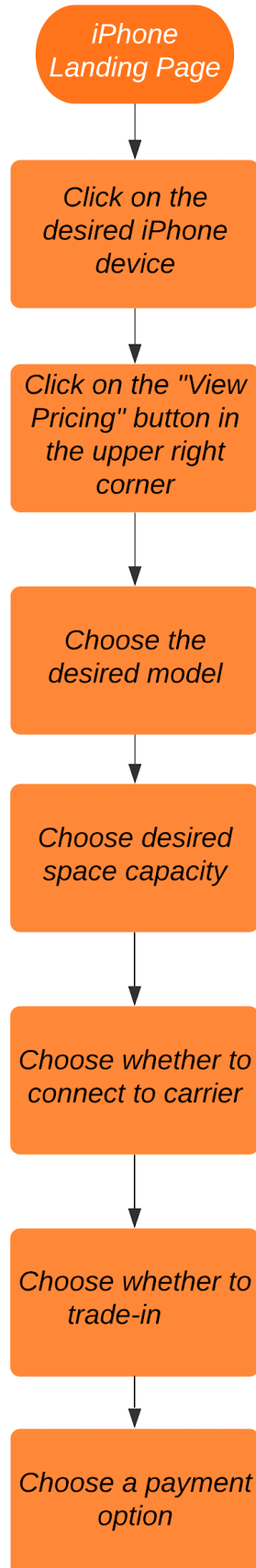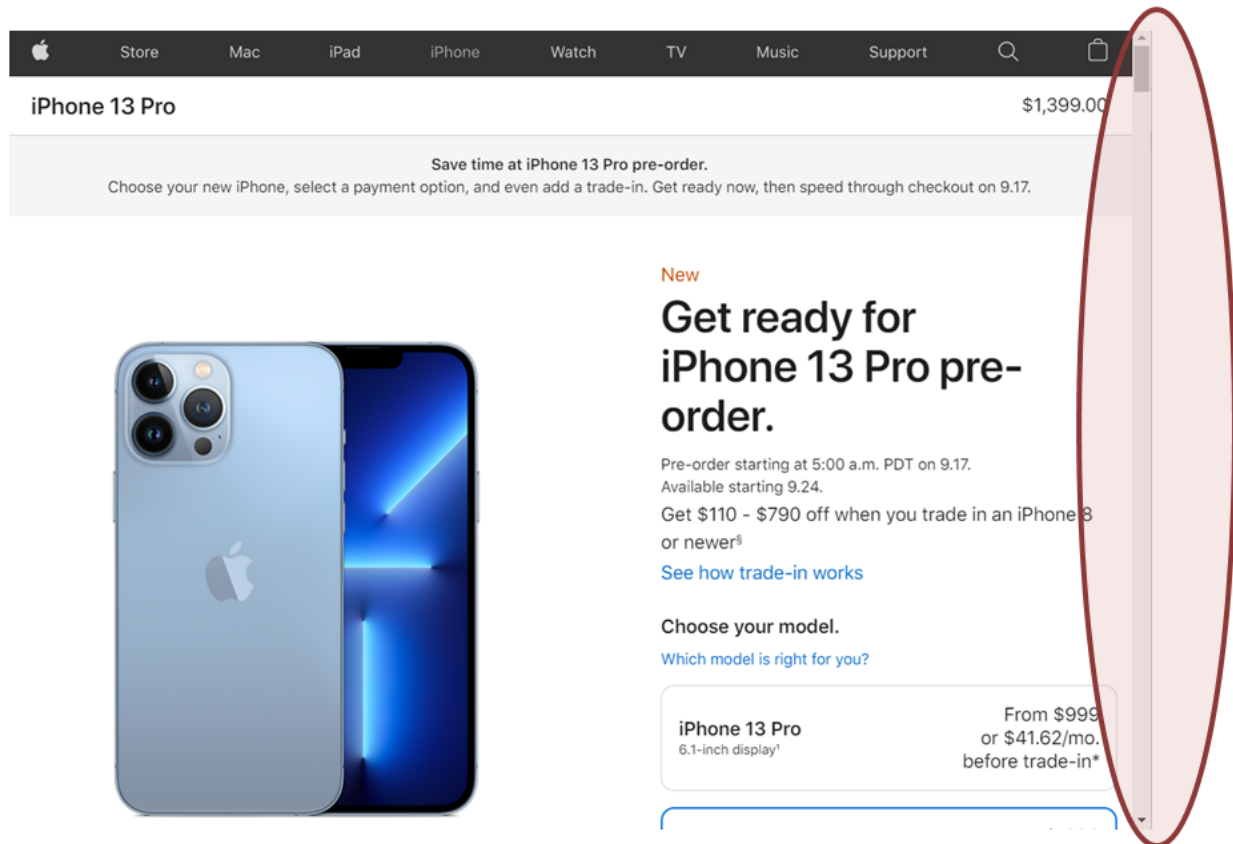
Alternatively, a user can scroll down to the comparison page and click "View Pricing" there, or click "Store" on the navigation bar.

The ordering page seems very lengthy, leaving the user a lot of scrolling space. It's not clear to me why that page also includes a comparison between the phones or a FAQ section.

User Stories

1. As a photographer, I want the phone with the best built-in camera so that I can take high quality photos.
   a. Features: Pro camera system including telephoto, wide and ultra wide lenses.
2. As a project manager, I want the phone with the fastest processor so that I can multitask without worrying about lag.
   a. Features: A15 Bionic chip, touted as "fastest chip in a smartphone".

3. As a visually impaired person, I want a device with a large screen so that I can see content more clearly.
   a. Feature: 6.7" OLED display.
4. As a casual user that mainly makes phone calls and browses the web, I just want the cheapest phone so that I can communicate with family, friends and colleagues.
   a. iPhone SE at $399.
5. As a businessperson that constantly travels, I want a device that lasts long so that I won't have to waste time charging.
   a. "Up to 28 hours video playback".

Trello Link

https://trello.com/invite/b/uoTl4Ush/0ff2b6358f01e45c41bf53139b7c4302/iphone-product-page