Home → buy button → choose device → customize device → choose carrier → choose payment option → choose care options → continue to checkout.

Multiple ways to get here. Links in the navigation bar, links on the hero section, links in the learn more page, links further down the page.

The website is fairly easy. There are many images, however the content is laid out thoughtfully. Also, when clicking on a product you are brought to one very big single page, which makes reading the information easy. More time reading, less time clicking.

USER STORIES:

As a younger viewer I want a page that speaks to me and my generation.

List:
- Colorful
- Big Images
- Fun Animations
- Simple yet stylish navigation.
- The site reminds me of the modern "minimalism" trend.

As an older person, I'd like a website that is easy to navigate and read.

List:
- Easy navigation
- Large Text
- Large Images
- Easy Checkout Options.
- Support Links

As an apple user, I'd like a website that offers many options of customization and products.

List:
- Many customization options in checkout.
- Many images that show different products in every color.
- New accessories that may be relevant to my problems.

As a student, I want a website to show me products related to me.

LIst:

- Simple back to school page.
- Every product a student needs.

- Options to apply for an apple card, to save money as a student.
- Options for free trial subscriptions, helps save money.

As a musician, I want a website that relates to my field and shows me technology I need.

- Simple music page
- Options for headphones
- Music creation software section.
- Apple music section, shows new music.

TRELLO LINK:

https://trello.com/invite/b/nCS3cuiQ/5b64d61f5127a18072ce51d8b0e3a93c/iphone-product-page