

Home Screen > pick your phone at the top > click buy > choose type > choose color > choose GBs > choose carrier > choose trade in option > will you pay in full? > click continue > choose when to activate > click review bag > click checkout > continue as guest or sign in > delivered or in store > shipping address > Payment info > review > confirm purchase

1. As a mother, I want to be able to take the best photos of my children so I can cherish these moments forever.
 - There is a list of camera features for each iPhone at the top of the page so she can pick which camera quality she may prefer.
 - Makes it very easy to compare the models and what their camera may offer
2. As an avid iPhone fan-boy, I want to be able to upgrade my old iPhone to the latest model so that I am able to look cool in front of my friends.
 - One of the first clickable buttons at the top of the page gives you the option to buy the phone that is headlining the top of the web page
 - Down the page a bit, there is a section for choosing the best upgrade path for you depending on your phone provider.
 - Have buttons that are colored for buying options
3. As a business man I want to be able to see what I want and buy it so that I don't have to read about it before I find it.
 - Uses lots of big pictures and symbols so everything is easily found.
 - Only used words for the features and deals.
4. As someone who drops my phone a lot, I want to buy a protective case that doesn't compromise too much on looks.
 - Below the iPhone information, there is a section titled, "Featured Accessories". Which will lead you to a place where you can buy cases and other accessories
 - They have the materials for these cases listed so the customer can find what they are looking for
 - There is another feature which allows you to see exactly what the case will look like with the color/type of iPhone you have.
5. As someone who curates a lot of music playlists, I want to know the benefits of subscribing to Apple Music as opposed to being subscribed to spotify so that I can more enjoyably listen to the playlists I love to create.
 - There's a section called, "Get more out of your iPhone", which leads to an in depth description about apple music and what they have to offer.

- Vibrant colors and photos when showcases features.

<https://trello.com/b/5vrA6Teb>