Immediately at the front of the page is their line of iPhone 12 for the consumer to buy.

At the top of the page, there are their wide range of different products to scroll through. Ranging from different phones, computers, tablets, and even accessories like ear buds and so on.

Scrolling down the front page past their iPhone 12 you get the different range of products to choose from.

User flow:

Web page 🡪 click buy on the page. 🡪 choose what model 🡪 choose what color. 🡪 choose what carrier plan 🡪 choose what memory size you want 🡪 it ask if you have a phone to trade in 🡪 pay in full method or choose a monthly method 🡪 (pay in full) choose coverage plan 🡪 (monthly payments) choose payment installments 🡪 asks for phone # and SSN 🡪 pay

Apple’s user flow is streamlined. Extremely easy to navigate through. Almost scary how easy it is to buy a $1,000 phone.

User stories:

1. As a consumer I want to be able to purchase an Apple product simply so that I can spend less time deciding on what I want. (The front of the page advertising their new phone.)
2. As a consumer I want to be able to immediately see what I want so that I do not have to dig through the site. (the top of the front page. “head scroll bar.”)
3. As a consumer I want to easily find what accessories apple has that is compatible with my phone or other products in order to maximize my user experience. (the top of the front page. “head scroll bar.”)
4. As a buyer I want to be able to easily see if something is in my price range so that way I can see if I am able to spend that amount of money. (front page and under every product shown.)
5. As a user I want to easily attain help to have my issues resolved in order to continue with my day. (top of page where their support section is.)

https://trello.com/b/aYqjC16E/iphone-product-page