User Flow:

```
┌────────────────────┐      If someone selects a      ┌────────────────────┐    They can select to    ┌────────────────────┐
│ List of product    │      product it takes them     │ The Specific Product│    view pricing          │ A page that shows  │
│ options            │      to that option            │ Page               │                          │ customization      │
│                    │      ═══════════▶              │                    │    ═══════════▶          │ options and checkout│
└────────────────────┘                                └────────────────────┘                          └────────────────────┘
The user can                                                                                           The user selects
scroll down                                                                                            the product specifics
     │                                                                                                        │
     ▼                                           The user elects to                                           ▼
┌────────────────────┐                           view pricing                                          The user checks out
│ The User has an    │                                                                                        │
│ option to view     │                  ════════════════════▶                                                ▼
│ pricing            │                                                                              ┌────────────────────┐
└────────────────────┘                                        ▲                                    │ They have bought   │
The User can                                                  │                                    │ a product          │
scroll down                                                   │                                    │                    │
     │                                                        │                                    └────────────────────┘
     ▼                                                        │
┌────────────────────┐   The user selects their               │
│ They are taken to a│   product                              │
│ comparison page    │   ═══════════▶                         │
└────────────────────┘
```
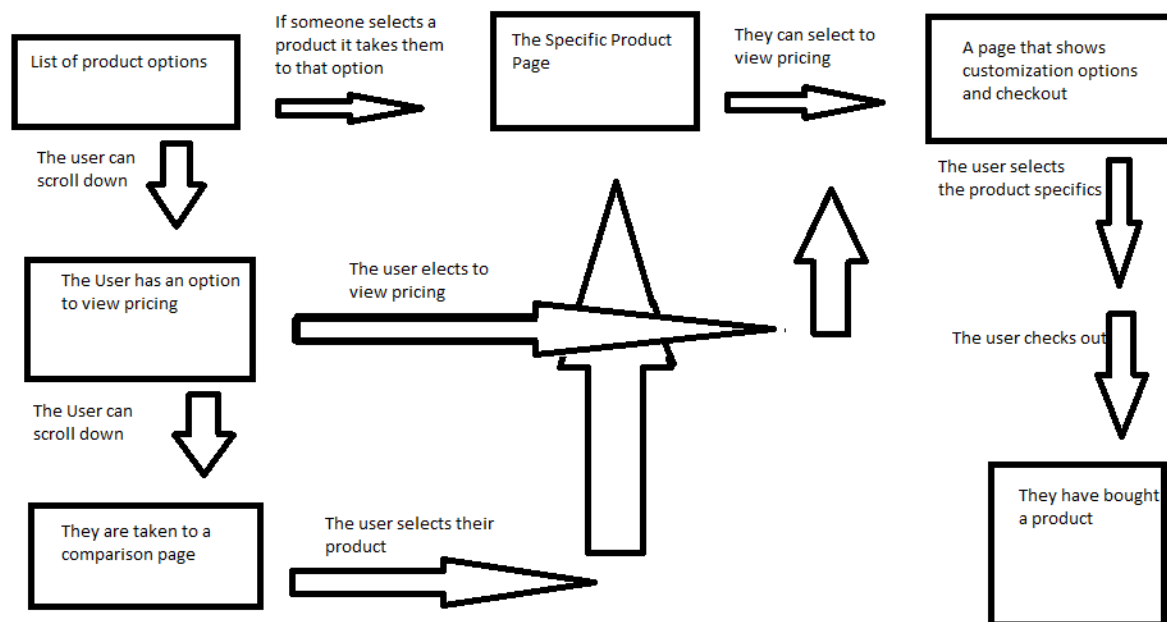
I am not a big fan of the apple product page user flow. It seems overly complicated, and has a lot of unnecessary feature descriptions and animations that bog down the page in my opinion.

User Stories:

1. As an Apple customer, I want to be able to compare the various products offered against each other to be able to make a wise decision. This story is addressed by the implementation of the feature that provides a comparison of 4 different products. This feature effectively assists the comparison by contrasting all the specifications of the 4 products as well as their features.

2. As an apple user, I want to be able to directly get to the product I want to purchase, without having to scroll through a lot of irrelevant details. This story is addressed by having a full list of all the product types at the top of the page. This allows customers that are interested in apple watches to directly access this page and see all the offered products at the top.

3. As a trendy apple user, I want the product page I'm browsing to be sharp and visually appealing. This lets me know I am buying from a stylish company. This user story is reflected by the sharp modern design that the website uses. The web developer also added color throughout the website whenever possible.

4. As a customer that needs a high powered phone, I need to be able to quickly access and view the specs for the device I want to buy. This saves me time and allows me to get to the most critical product information right away. This feature is addressed by having the tech specs with a prominent link at the top of the product page. This allows people who find this a critical component to access it right away. For people who don't find this important, it won't block them from seeing features that they find more important. This allows people to focus on the attributes that they care about the most.

5. As a customer on my budget, price drives my decisions. I need to know which products are cheapest, and what affects the different features I add will have on the price. This user story is addressed by them adding the prices to the comparison page on the first part of the product page. This feature is also addressed by showing the different prices for each of the customization options on the "view pricing" page.