Click on iphone > buy > select model > select color > select capacity > select carrier or later > select if you want to do a trade > payment option > select apple care or none > add to cart > review bag > check out > log in as apple user or as guest > enter credentials > select pick up method > enter shipping address > payment > select method of payment > review > place order

The user flow is very intuitive to follow, it is extensive and there is one extra layer of security if you log in into a new network, however, this is necessary.

As user, I want to buy the right phone with the right characteristics, so I can get the best hardware for my budget.

Initial question is: model, it will determine the price range

As user, I want to be able to easily navigate the website, so I can identify the section to make a purchase.

There is one option on the top left corner called store that will immediately take you to buy an iphone.

As an Apple customer, I want to be able to see all the latest iphone models to compare the details, so I can choose the best model for me.

b) The feature was the “compare models” function.

a) In the “Body”, they had a comparison between the 4 latest models.

As an Apple customer, I want to have a concise description of iphone characteristics, so I do not make a mistake when I buy my iphone.

Before placing the order, you get to review the order and the customer is asked to confirm

As an Apple customer, I want to be prompted if someone is trying to use my apple id, so nobody can make unauthorized purchases.

Security layer prompts a 2-factor authentication if the apple id is used in a new network.

https://trello.com/b/Ua8iIZiU