Click the iPhone you want

(may be found on various pages,

some pop on different tabs)

⬇

Pick color

Capacity

Carrier

Trade in?

Payment options

Additional coverage

Continue to activate carrier now or later

⬇

Cart or extras

⬇

Checkout

The flow of Apples page is a little frustrating because of all the choices you have to make along the way. On the other hand the process seems necessary for the user to finish the process correctly

As a USER, I want TO BE ABLE TO QUICKLY NAVIGATE THE PAGE, so I can GET THE PRODUCT AND CHECK OUT QUICKLY.

As a USER, I don't want TO BE OVERWHELMED BY ALL THE DISCRIPTIONS AND INFORMATION OF PRODUCTS IM NOT INTERESTED IN TAKING UP MY SCREEN SINCE I ALREADY KNOW WHAT I WANT, so I wont HAVE TROUBLE FINDING THE PRODUCT I WANT.

As a USER, I don't want to BE CONFUSED BY ADDITIONAL ACCESSORIES THAT MIGHT NOT WORK WITH MY PHONE, so I wont WASTE TIME AND MONEY ON UNNECESSARY PRODUCTS.

As a USER, I want to HAVE ACCESS TO ACCESSORIES THAT ARE RECOMMENDED OR USEFUL FOR MY NEW PHONE, so I can ENJOY MY PHONE WHEN IT ARRIVES WITHOUT MISSING SOME EXPERIENCES.

As a USER, I want to HAVE ALL THE OPTONS AVAILABLE TO ME, so I FEEL SECURE THAT IM GETTING THE RIGHT PRODUCT FOR MY NETWORK.

Apple implemented the top bar with all the possible/ popular purchases at the top of their page to the consumer can check out quickly and have less time to change their minds.

Apple made their product pictures large with simple descriptions to showcase the product as well as give the consumer a simple understanding of the product quickly.

Apple added a section just before check out for consumers to have the chance to add additional useful items that work with the phone they are looking at listing them in what would be more of an essential order.

By listing the additional accessories that are more useful to the potential purchase, Apple allows the user to get everything they need to have the best user experience all at once.

Apple list all their phones together with the model description so the consumer can easily find that they are looking for.

https://trello.com/b/jrggd9BF/iphone-product-page