

# Agile Lab: iPhone Product Page

## User flow

Start =>

Iphone landing page > iphone 12 tile > buy button > iphone buy page >

Iphone buy page:

two model options > choose color > choose carrier > choose capacity > trade in option =  
yes: model select, if no: choose payment > continue button.

Continue button =>

Choose payment > applecare options (none, applecare+, applecare + with theft and  
loss) > continue button

If carrier chosen:

Contact Carrier page =>

> phone number, zip code> continue

Else:

“Review Bag” page =>

accessories, addons (not necessary) > checkout.

## Is there more than one way to get there?

Yes, there are multiple options presented to the customer when buying an iPhone, but the main product is front and center, with the other available options listed in a top bar.

## Is it complicated? Complicated but necessary?

The process for buying an iPhone 12 off of the Apple website isn't necessarily complicated on the customers' side, but does require quite a few steps.

For example, some of the choices within the checkout process would lead to other nested choices. The process definitely requires the customer to be slightly prepared

with what they are looking to purchase. While lengthy, the process is straight forward with clearly defined options, and little to no drop down/scrolling menus. Each option is clearly stated and gives only the most necessary information about that option, making it easier to understand differences.

## User Stories

**“As a <specific role>, I want to <action I want to accomplish>, so that I can <can get value of some kind>.”**

User stories:

1. As a student, I want to compare iPhone models, so that I can choose the best option for my budget.
2. As a longtime Apple user, I want to see their most recent products and hardware upgrades so I can determine which products I need to update.
3. As a parent, I want to easily find the phone my kid is asking for.
4. As a new customer of Apple products, I want to see what accessories there are so that I can make the best of my new iPhone.
5. As a health professional, I want to use products that encourage fitness and health, so I can stay at the top of my game in the industry.

Step 2:

Detailed list of features on the iPhones product page that helped you come up with that user story.

For the parent:

- Semi-large text of the product FIRST, followed by a larger tagline.
- Front and center new model, distinguishing features that could be described by others easily.
- “Learn more” is in a clearly defined “info” blue used sparsely on the page, with an arrow indicating that it leads to more information.
- Pricing is right there, no surprises (hopefully).

For new customer:

- Top bar has easy, recognizable icons with clear titles stating its purpose.

- Continuous scrolling page is fairly obvious and slightly encourages the visitor of the site to keep scrolling to find a new presentation with each few scrolls.
- Featured Accessories text is massive on the page.

For student:

- “Which iPhone is right for you?” section, compare all model link
- Display cost under iPhone models pictures
- Display the latest carrier deals
- Offer full pay or monthly payments
- Offer trade in

For longtime Apple user:

- Display newest model first
- Compare models show upgrades from previous generations
- Offer upgrade program to get newest iPhone each year
- Navigation bar shows other products so users can switch from one to the other easily

For health professional:

- Display latest software and accessories for their fitness+ subscription
- Show new Apple Research app

Trello section:

<https://trello.com/invite/b/v9vWsJf6/fe6d838c46240ae94d56ed4df0b2e7fe/iphone-product-page>