User Flow

Home Page Google Search

iPhone Section Scroll through features

Click Buy

Choose Model

Choose Color

Choose Carrier

Choose Capacity

Trade-in?

Payment Option

AppleCare+ Coverage?

Review Checkout

Confirm Order / Phone Number / Shipping Info

User Stories

1. As a user, I want to see all the color and size options available to me without having to dig too deeply into the web page.
   1. Placed a picture of all the color options that they have available as soon as you go onto the page.
   2. The selection process is easy when checking out.
2. As a user, I want to be able to trade in my old iPhone for the newer one that I am trying to purchase at a discounted price.
   1. When checking out, it asks me if I wanted to trade in an older iPhone.
3. As a user, I would like to know what accessory options I can purchase for my iPhone before checking out.
   1. When browsing before checking out, it allowed me to shop for other accessories within the same page.
4. As a user, I would like to know what extra things come with buying the iPhone.
   1. When browsing the iPhone front page, it goes into detail all the extra apps/features the phone comes with.
5. As a user, I would like to know how much an iPhone might cost before I spend too much time researching and getting excited about the product.
   1. Price is shown directly after clicking the iPhone Section of the Apple website.