

Linh Hoang

Wade Rogers

User Flow:

Apple home page > iPhone Tab (top of page) > Blue 'Buy' button, middle of page > Customize options/specific details - such as Color/Plan* > Accessories > Review Purchase > Delivery/Pick-up Options > Pay Options > Confirm Purchase

*The experience is fairly straightforward but it can get more complicated depending on your needs.

User Stories:

As a grandmother, I want to be able to easily access the camera on my phone, so that I can capture the moments of my grandchildren.

There are really detailed web pages on the specifications of each phone, with easy comparison. The overall web design is very straightforward and easy to navigate.

As a highschool student, I want to be able to customize my phone, so that I can become a trendsetter.

There's a built in page along the user flow experience that showcases multiple different accessories.

As a window shopper, I want to be aware of all of the options, so that I can make the best purchase for myself.

There is easy navigation between all of the different products via the top toolbar.

As a non-tech person, I want to not be overwhelmed by details, so that I can make a simpler decision - it's all the same to me.

The checkout option can be fairly straightforward and bare-bones. You don't need to have a great understanding of any of the products you are purchasing.

As a person that wants to become familiar with Apple products, I want to have easy access to their catalog of products, so that I can be immersed in their ecosystem.

There is always easy access to navigate to different products via the top toolbar but you also have the option to dig into more details on each product.

TRELLO:

<https://trello.com/b/MVeqG68t>