Apple User Flow

Homepage → Buy → Choose Model
↓
Learn More
↑

Choose Model
↓
Choose Carrier
↓
Choose Color
↓
Choose Capacity → Trade In= Yes/No → Payment Options= -One time _Apple card → Apple Coverage Yes / No

Delivery or Pickup Options shown

↓
Add to bag →

Review Bag
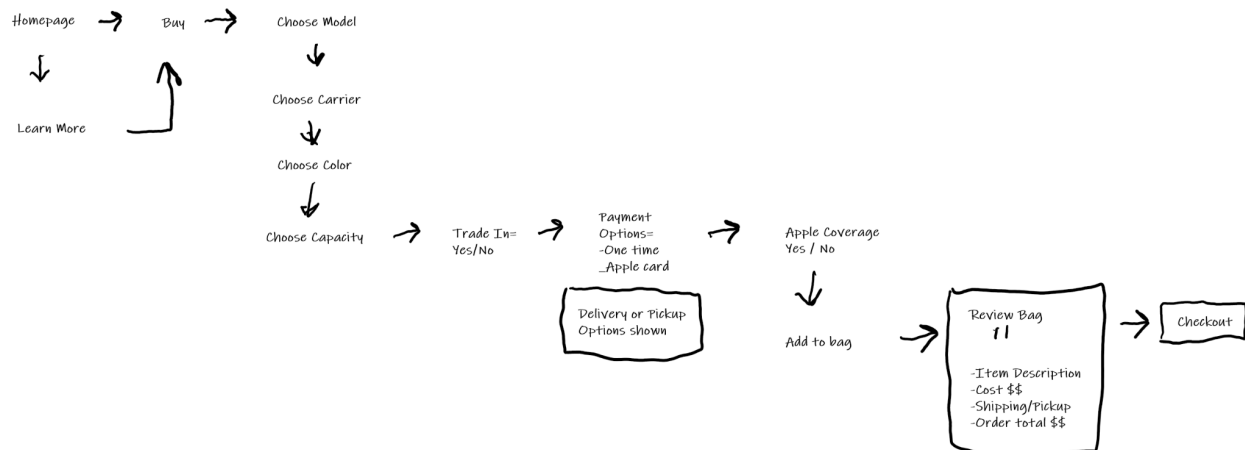↑ |
-Item Description
-Cost $$
-Shipping/Pickup
-Order total $$
→ Checkout

Apple store's user flow is not complicated. It allows a customer to quickly see the products, and choices it offers. There are simple checkboxes to pick what you'd like and move on.

User Stories-

1. As an avid iPhone user I want to easily purchase my new iPhone quickly. = Buy
2. As a Verizon customer I want to be able to purchase a new iPhone and pick my carrier at the same time. = Choose Carrier
3. As an impatient buyer I want to know if I can get my purchase today so that I can have it right away. = Delivery & Pickup options
4. As someone who has an old phone I want to compare the different iPhones, so I can choose the right one, and fits my budget. = The row of all new iPhones at the top of the screen

5. As a frugal person I want the option to trade-in my old phone so I can save money on my new one. =<u>Trade in option</u>

https://trello.com/invite/b/t4zHY0dw/2ac4ca9a34ab7a990961596feca0beb0/iphone-product-page