

iPhone home to checkout process

Landing page → Big Blue “Buy” Button → iPhone 12 product page → Select your phone → Select Color → Select Capacity → Select Carrier → Decide Trade-in → Choose Payment Option → Click Big Blue “Continue” → Enter Phone Number and Billing Zip → Click “Continue” → Enter One-Time Password → Enter Payment Info and Check out

Is there more than 1 way to get there? Yes, there are links at the top of the iPhone home page, links further down on the webpage as you scroll, links within the “Learn more” page.

Reflect on Apple’s User Flow: I think that the process is easy to follow but slightly tedious due to the amount of information you need to input up front. Granted this information is inputted to save you time and effort later on owning the phone. The other thing to consider is that if you are on the website you are at least considering getting a new phone anyways so there is that intent to buy.

USER STORIES:

1. As a younger person, I want a phone that is designed in a way that I can use it to express myself.
 - a. Large Colorful Images
 - b. Lots of colors to choose from
 - c. Different size options for physical size
 - d. Accessories listed on product pages for customization
2. As an older person, I want a website that is easy to use so that I can upgrade my phone without the headache
 - a. Large Pictures
 - b. Large Text
 - c. Purchase path is apparent to follow
 - d. Process feels ‘Secure’
3. As an Apple user, I want the latest version of the devices to maintain the cohesive communication I’ve established between my devices
 - a. Product lineup at the top
 - b. Accessories options
 - c. Product family pages easily visible above the product lineup at the top of the screen
 - d. In Depth “learn more” page
4. As a person who needs a new phone, I want a phone that is cutting edge so that I can access all my favorite things in the most optimized way possible
 - a. “Blast past fast” is the first thing I saw on the page
 - b. Massive technical specifications on both the landing page and the product page
 - c. Large high resolution images showcase the design elements
5. As a student, I want a phone that is a good balance between performance and cost so that I can save money and stay connected
 - a. Addition options for cost saving
 - b. Back to school section is prominent on landing page when you scroll down
 - c. Financing options show a manageable monthly payment right above the buy button
 - d. Cash Back options prominently available

Trello: <https://trello.com/invite/b/xxEBDeDc/eed7d3637dbefd886ba43babdf2a335f/iphone-product-page>