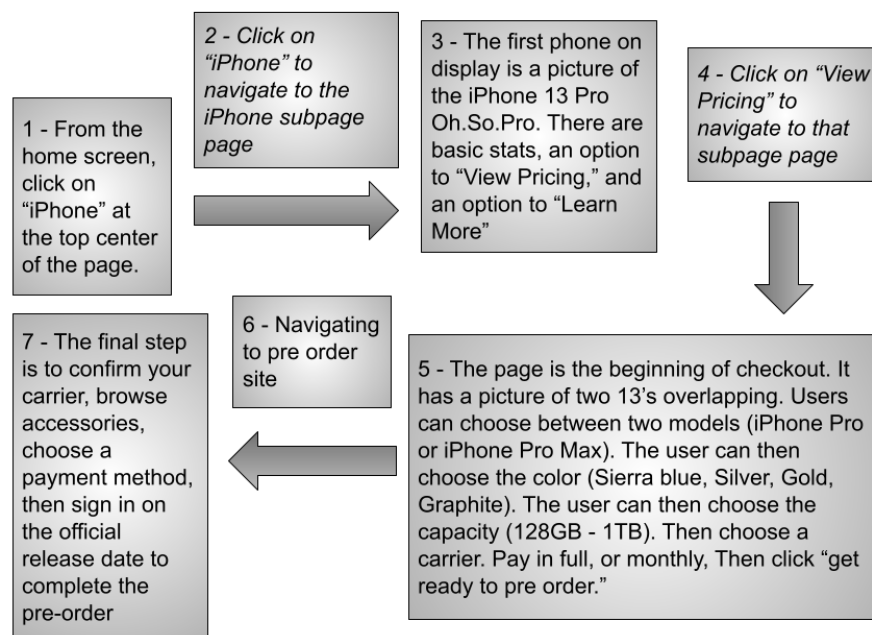


User Flow

Using simple text and arrows, diagram the user flow from Apple's home page, all the way to checking out for an iPhone. Is there more than one way to get there? If so, make sure to include that in your user flow.

iPhone 13 Pro



Reflect on Apple's user flow. Is it overcomplicated? Complicated, but necessarily so? Or fairly easy?

Apple's user flow is simple and easy to use. There is a lot of simple text, with clear images of the products, prices, and prompts to learn more. There are also a lot of quotes about the simplicity, accessibility, and ease of using Apple products. This is captured along with images of people using their product (someone smiling with airpods in their ear) and pictures of high quality resolution (the veiny granules of a leaf). The flow can be a little frustrating when it prompts to browse and purchase other products if the user is only looking to buy a specific product in mind. For users who want to see all the products that Apple has to offer, this can be a good thing.

User Stories

- Step 1: Come up with 5 user stories Apple might have come up with when determining how to build this page.
 - Ex. What user story might have prompted Apple to layout all the device options across the top of the page?
 - Ex. What user story might have prompted Apple to use large graphics with minimal text?
 - Ex. What user story might have prompted Apple to show certain accessories on the iPhone product page?
- Step 2: For each user story, create a detailed list of what features you saw on Apple's iPhone product page that helped you come up with that user story.

User Stories help create features...

Each user story should have at least one feature associated with it

User Story 1: As an avid apple user, I want to be able to see a multitude of apple products available before I checkout so that I can purchase any related accessories and keep up to date with new releases. Having this option before I check out serves as a reminder, since it is easy to drift off and "get lost in" checking out main products and services when I browse all the apple pages.

- Feature: Before users check out, Apple prompts users to check out additional accessories (airpods, chargers, products on sale, and more)

User Story 2: As an amateur photographer, I want to be able to purchase a phone that has a high quality lens, so that I can capture photos of my everyday life and in my everyday surroundings.

- Features: iPhone 13 Pro - Pro camera system has "biggest update ever. With next level hardware that captures so more detail." Ultra wide camera can focus at just 2cm. 'Transform a leaf into abstract art. Capture a caterpillar's fuzz. Magnify a dewdrop. The beauty of tiny awaits.'

User Story 3: As an undergraduate student on a budget, I want to have the option to purchase a laptop on a monthly plan, so that I can pay it off in increments.

- Feature: MacBook Pro 13' starting at 1199 with education pricing (\$99.91 a month for 12 months). Comes with airpods and 20% of apple care for students. Pictures of students, as well as brighter Fall colors (orange, purple, yellow, brown, red, white) make this page student friendly leading into their fall semester.

User Story 4: As a startup company, I want to be able to buy multiple laptops and phones with apple care protection so that I can receive technical support for staff, replace anything that gets lost or stolen without dipping into company reserves.

- Features AppleCare Professional Support for businesses: For Help Desks (Backup expertise for frontline technology staff), For IT Departments (three levels of support for integration, migration, and advanced server application), For Enterprise (support for IT and repairs for entire staff).

User Story 5: As a mother, I want to be able to buy tablets for my kids so that they can access the learning and game apps they need.

- Feature: iPad Mini - touch screen makes it ideal to play interactive games, apple pencil allows for smoother drawing. Miniature feature allows for "on the go" access (put in in your bag and hand it to your child when they can use it).

Trello: <https://trello.com/niqt1/boards>