Agile Lab

Navigation:

"As a consumer, I would like to see all different types of iphone devices categorized at the top of the page for easier navigation."

Trade-ins:

"As a customer, I want to be able to trade-in an older model iphone (a price percentage decrease) for the most recently released iphone."

No Carrier or Carrier:

" As a customer, I would like to see if it is best to buy an iphone directly from Apple or is it easier to go through a phone carrier like T-Mobile, AT&T. etc."

Cellular Speed:

"As a consumer, I want to see which iphones are 5G vs 4G LTE when buying an iphone."

Warranty/Protection:

"As a customer, I want to see the different protection plans before the buying process of a new iphone."

- I feel free on the Apple site. The user flow is easy to navigate with a lot of specifications and detailed oriented illuminations. Everything is displayed for comfortable purchasing.

Trello:
https://trello.com/b/CgWXVEnE/iphone-product-page