

USER FLOW

Enter Website ---> Choose Device - iPhone 12 Mini ---> Click Pertaining Buy Button ---> Choose Color - Black ---> Choose Carrier - Verizon ---> Choose Capacity - 256 GB ---> Trade In Y/N - No ---> Choose Payment Option - Pay in Full ---> Apple Care Coverage Y/N - Yes ---> Choose Payment for Apple Care - Pay in Full ---> Continue ---> Lets Get Your Iphone Ready ---> Input Account Info for Approval ---> Message if unable to locate account ---> Last minute accessories ---> Click Review Bag ---> Checkout ---> Choose Guest or Apple ID checkout ---> Choose Delivery/Pickup ---> Choose Store for Pickup/Continue for Shipping ---> Choose Date/Time/Location for Pickup ---> Enter Pickup Info ---> Choose Payment Method ---> Review Order ---> Place Order

User flow seems pretty simple. Take you step by step, to ensure the customer fills out all the information in the fastest most efficient way possible.

USER STORIES

Terri Johnson, 26, Los Angeles, CA

As a Fitness Instructor I want to track my health and fitness so I can help others reach the same goal.

The feature that draws you to fitness and tracking your health is the Fitness+ ad, and the heart monitor in the apple watch, and fitness tracker.

Timothy Edwards, 34, Buffalo, NY

As an Artist, I want to keep my art portfolio all in one place, so that I can have easier access while I travel from work to home.

The feature that draws you to Art, is the Ipad pro, with keyboard and pencil, so that they can do their sketching on that platform.

Billy Stevenson, 24, Billings, MT

As a Gamer, I want to stream and play all my games on a nice monitor, so that I can continue to practice and compete to win tournaments.

The feature that draws to you is the iMac 24", has great features that would help with gaming and are always upgrading their systems.

Rachel Adams, 30, Omaha, NE

As a mother, I want to provide entertainment and learning to my children, so that they can continue to learn and expand their interests.

The feature that draws to you is the iPad mini, has long battery life and is light and useful for everybody in the family.

Makayla Strong, 23, Seattle, WA

As a college track star, I want to have something that will entertain me and keep me focused, so that I can continue to work my hardest.

The feature that draws to you is the Airpod Pros, They are wireless and are noise cancelling helping to keep you focused and win.

SABRINA TRELLO LINK: <https://trello.com/b/QWHRsUE/phone-product-page>

DUSTIN TRELLO LINK: <https://trello.com/b/k7eRxtD/iphone-product-page>