

Home Page

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Pricing → Buy → Choose your Mode → Color → Capacity → Carrier → Purchase
| /
Specs → Models /
| /
Accessories /
| /
Ways to buy

Apple's user flow is fairly straightforward, the flow of the page guides your eye to where they want it to be so that you can take in the information that you need before you inevitably come to the purchase screen.

User Stories

A user might want to know the difference between models before making a purchase

- Spec list on front page
- Compare iPhone models page for more detail

A user may want to know what accessories and other devices they can use with a new phone

- Featured Accessories on homepage
- iPhone Accessories page

A new user may not want to feel overwhelmed and will appreciate simplicity in the site

- Big picture of product
- Minimal text on homepage
- Clearly defined sections
- Easy to read Header

A user would like to know the price point and different options to pay for product

- iPhone prices paired with the photos
- Upgrades clearly defined and priced
- Carrier pricing listed

A user would like to know how the product might assist them in their life

- List of items including privacy, perks, different applications and products
- Camera specs

<https://trello.com/b/dC1wqipy/iphone-product-page>