

Apple Review

Initial Review

- Clean design with a lot of white space
- Bold and Consistent Colors
- very well organized, easy to see what the product are
- Well edited and streamlined

Reflect on the User Flow:

- Multiple paths to purchase an Iphone, but it was easy, simple and to the point
- Each step was broken down, so youre making one decision at a time.
- Could enter from several paths (ex. Trade-in vs. carrier choices)

User stories:

As a < specific Role> I want to <action> so that I can <value>

1. As a tech junkie I want to see all the newest models so that I can have the latest and greatest Iphone
Features: Banner images with most recent line-up and choices.
2. As an older person I want to see and be taken easily to the next step so I can purchase a phone easily to talk to my grandkids
Features: Step at time, big pictures, clean fonts, upfront talk
3. As an Apple fan, I want to have all my devices on the same network incase im not near my phone, all have my watch, laptop, or iPad.
Features: Nav that shows all the apple products, top banner showing all the devices, branding throughout was very consistent
4. As a Designer, I want to have my style all match one color palette so I can feel put together and fashionable
Features: Multiple color choices for phone with product images easily accessible
5. As a new poor college student moving out I want to easily switch out of the old carrier to get better reception.
Features: Banners with options to trade carriers, option to trade in old phone.

Megan Trello:

<https://trello.com/invite/b/gbFhSQq8/93238248a26196e7a1de5ffead5fe346/iphone-product-page>