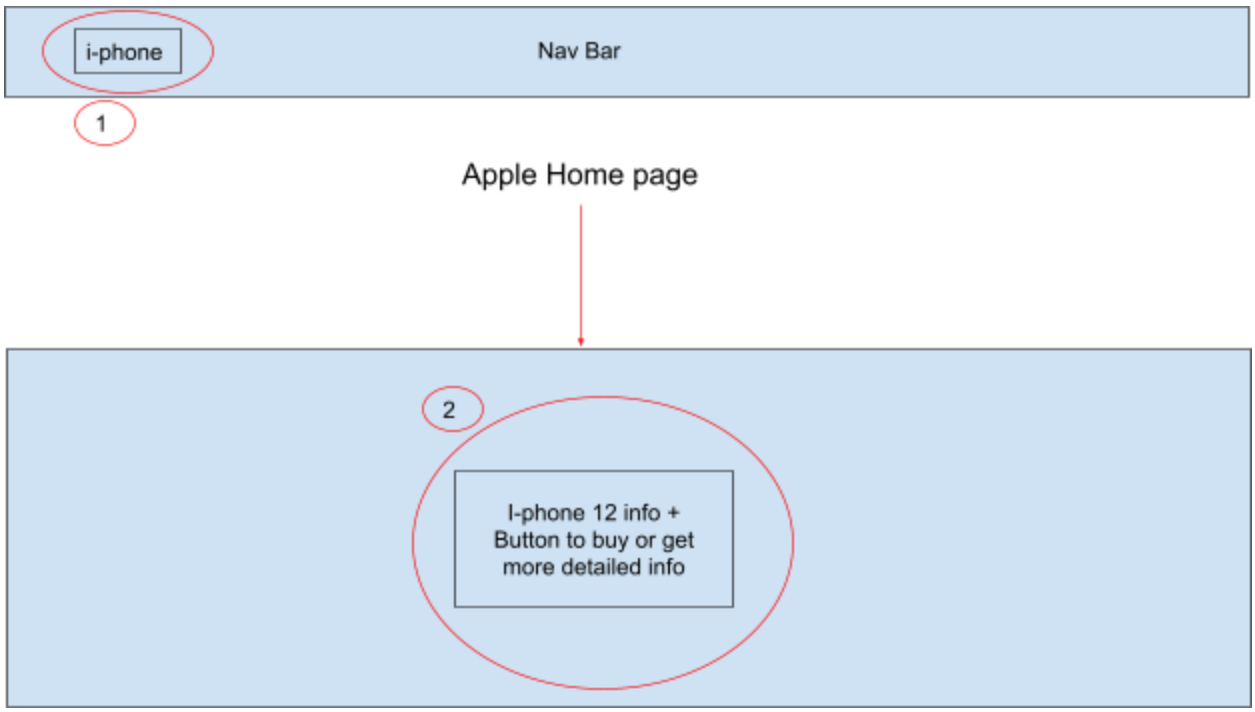
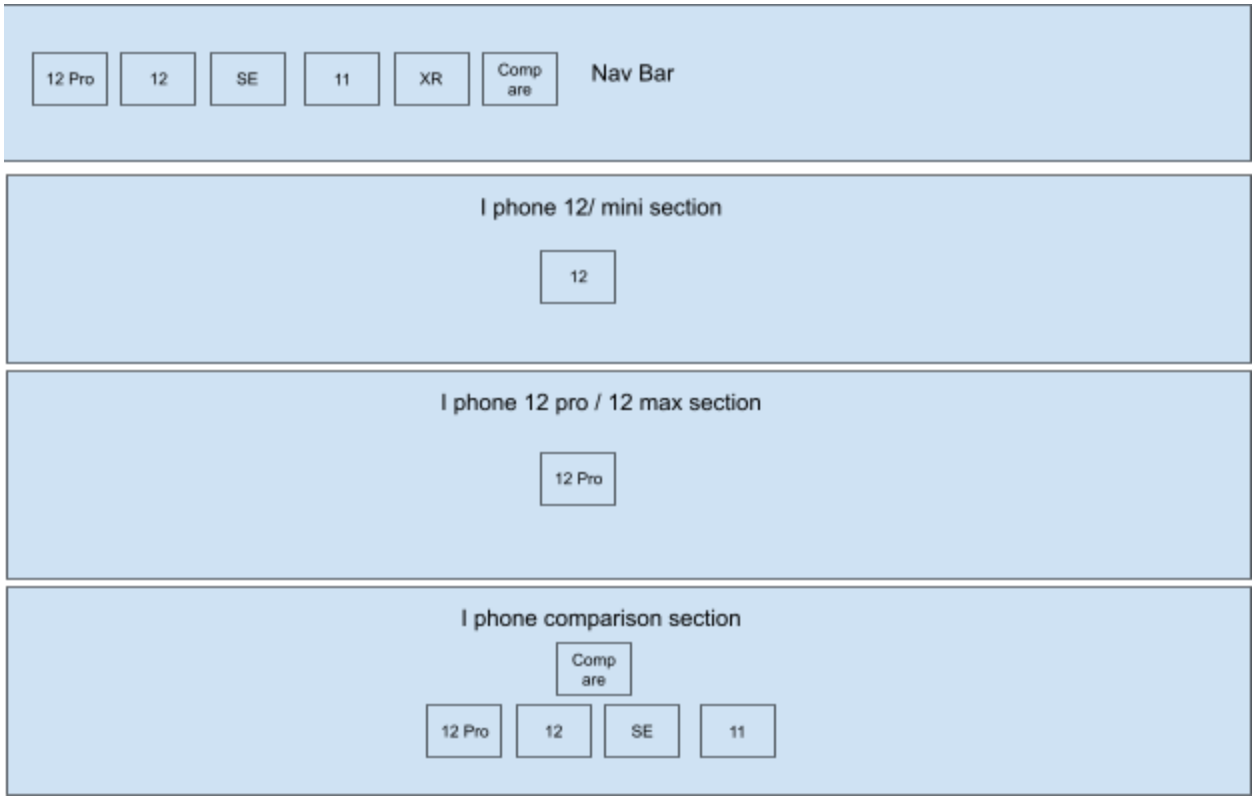
1. User Flow



1) Nav bar button takes user to below page
2) Below button takes user to i-phone 12 page



There are two buttons for each model (excluding XR) to get to page with detailed info.

Even though Apple's home page seems complicated, the user flow is fairly simple.
I think it caters to two different kinds of customers.

1) Customers who know what they want to do and therefore want to get straight to the point.
    - I think Apple designed the website such that these customers can just look at the nav bar and navigate to whatever page they want to get to

2) Customers who are not yet sure about what they want and therefore need to look around and get more info.
    - These customers can look below the nav bar for pictures and brief information about Apple products.

2. User Stories

1. As a user who knows what he wants to do (look at a specific product or make comparisons), I want to be able to do that easily, so I can get what I want easily.
    - Feature: NavBar buttons to get to dedicated i-phone page
2. As a user who is a visual person, I want to be able to see the product, so I know what kind of product I'm buying.
    - Feature: Large graphics, minimal text below the NavBar.
3. As an informed user/customer, I want to be able to make comparisons among similar products, so I can get the product that best suits my needs.
    - Feature: the comparison feature
4. As a user who wants the best product using experience, I want to be given accessory recommendations, so I can enhance the product using experience.
    - Feature: accessory page buttons on NavBar
5. As a user who isn't very tech savvy , I need help in buying the right product and setting it up, so I can use the product easily.
    - Feature: customer support feature

3. Submission

https://trello.com/b/FfUHFkKD/i-phone-product-page