Objective

The Apple watch buy page will be created for users who want to buy/order an apple watch from the official website. The aim is to have a seamless buying/ordering experience while navigating through the website.

Product Vision

For new or existing apple watch users who need to buy or explore the watch options and are seeking for a smooth buying experience, the apple watch buying page is an online portal that is easy and direct to buy your favorite watch with full transparency no matter which device you are accessing it from .

Unlike other online purchasing platforms, apple watch website serves authenticity and original apple prices with direct help from the apple support if needed.

The product should serve as a platform for seamless buying experience with majority of the sales done through this official website with minimum customer complaints with respect to buying issues.

Goals

Goal 1: Increase total number of orders and conversion rate on the on the website
Goal 2: Reduce friction on the site by providing a better user experience.
Goal 3: Increase task completion rate.

Metrics: New user vs Existing User
Mobile versus Desktop
Mean of people completing the order weekly vs bi weekly
Mean of people leaving the product in the bag.

User Persona

Persona 1: Product Manager
Fictional Name: Jack
Demographics: 28 Years old
               Single
               MS in Computer Science
               Lives in Mountain View, CA
Goals and tasks: Jack is a busy man but is also a fitness fanatic. Have certain daily goals of number of steps, calories burned, stairs climbed , want to record his gym workout.
Jack is a tech savvy person and is looking for smooth buying and checkout experience by using either credit card or apple pay.

Persona 2: Senior VP Engineering
Fictional Name: Estella
Demographics: 50 years
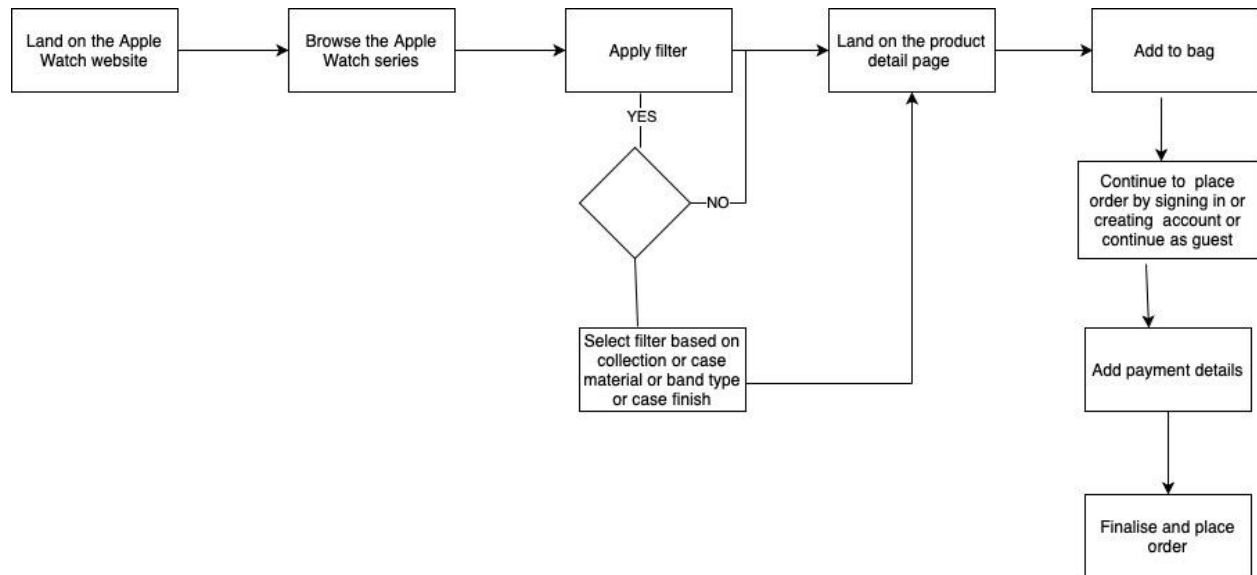   Married, Mother of 2 children
               PhD ML
               Lives in San Francisco, CA

Goals and tasks: Estella is a busy family woman. She wants to maintain her health thus wants to count her steps daily to reach 10000 step goal. Also, she is habitual of misplacing her iPhone thus she wants to receive notifications and calls through her apple watch. She wants a watch which takes care of her fundamental needs.

General User Flow of the website

A flowchart with the following boxes:
Land on the Apple Watch website → Browse the Apple Watch series → Apply filter → Land on the product detail page → Add to bag

From Apply filter, a decision diamond: YES leads down to "Select filter based on collection or case material or band type or case finish", NO leads to Land on the product detail page. The select filter box connects back to Land on the product detail page.

From Add to bag → Continue to place order by signing in or creating account or continue as guest → Add payment details → Finalise and place order

Features

Epic 1: " Buyer browsing the website for watch details"

1.1 As a buyer, I want to see all the watch models displayed from latest to oldest series so that I can scroll up or down to figure out the latest changes

1.2 As a buyer, I want to see subcategories of models under each series so that I can choose the type from any category.

1.3 As a buyer, I want to click on a series so that I can see a detailed page of available models and sub categories under that series.

1.4 As a buyer, I want to see details below each model so that I can see image , model name, price and color options.

1.5 As a buyer, I want to apply filters so that I can view and sort models based on the collection type.

1.6 As a buyer ,I want to apply filters so that I can view and sort models based on the case material.

1.7 As a buyer , I want to apply filters so that I can view and sort models based on the case finish.

1.8 As a buyer ,I want to apply filters so that I can view and sort models based on the band
type.

Acceptance Criteria A1: Given the buyer is in a hurry when the buyer opens the website to browse then the buyer should view all the models arranged in the latest to oldest series option.

Acceptance Criteria B1: Given the buyer is on the website when the buyer starts scrolling then buyer can apply filters and get individual results to order.

Epic 2: "Selecting a Apple watch from the selected model page"

2.1 As a buyer, I want to be taken to the product page so that I can start my purchase.

2.2 As a buyer, I want to be able see the description of the watch so that I know the broad features with the price

2.3 As a buyer, I want to see the watch image so that I know how it looks while clicking on the multiple angle images.

2.4 As a buyer, I want to see the extra features such as delivery , returns and apple fitness below the image so that I am assured of the benefits I get with the purchase

2.5 As a buyer, I want an Apple watch assistant on the page so that I can contact support if I am confused about the product.

2.6. As a buyer, I want to see zoomed in Images so that I can have a closer look at all the watch parts.

2.7. As a buyer, I want all the parts listed out separately so that I know what will come in the box when I place the order.

2.8 As a buyer, I want to see band colors adjacent to the watch image so that I can select the band colors by just one click.

2.9 As a buyer, I want the band colors to change when I click on the options so that I can see how the watch looks with different band styles.

2.10 As a buyer, I want to see the option to create my own style so that I can customise the watch as per my needs.

Acceptance Criteria A2: Given the buyer has the product page open for a particular model then the buyer should view description , close images , price , apple support options in the same view

Acceptance Criteria B2 Given the buyer sees the band options when I scroll across then the buyer should see the watch image changing to the band color buyer clicks on.

Epic 3: "Finalising my purchase if buyer is not creating my own style"

3.1 As a buyer, I want to see both the case sizes along with the prize so that I can click and select whatever size I want.

3.2 As a buyer, I want a case size guide below the options so that I can refer before selecting the case size and finalise my preference.

3.3 As a buyer, I want to see connectivity options so that I can select from GPS or GPS+ cellular services

3.4 As a buyer, I want to see a guide to connectivity options so that I know the difference between GPS and GPS or Cellular.

3.5 As a buyer, I want to know the family setup plans so that I can choose the services from the supported carriers

3.6 As a buyer, I want options on band sizes so that i can purchase the size that fits my writs

3.7 As a buyer, I want a measurement guide so that I can refer to it before selecting if I am unaware or confused about the wrist size.

3.8 As a buyer, I want to size numbers from 1-9 so that I can select my size as per the guidelines.

Acceptance Criteria A3: Given the buyer has finalised the watch then the buyer can select from different options from case size, band size, and connectivity to move ahead one by one.

Epic 4: " Buying options"

4.1 As a buyer, I want to select from one-time payment or monthly installments so that I can have the flexibility to make a payment according to my convenience.

4.2 As a buyer, I want to learn how installments work as a payment option so that if I choose this option I am well aware of all terms and conditions.

4.3 As a buyer I want to be given an option to choose apple coverage so that I can choose optional insurance on my watch.

4.4 As a buyer, I want an option for trade-in so that I can reduce the cost of my current purchase if I have a smartwatch to trade in.

4.5 As a buyer, I want to know about my purchase options so that I can choose either the watch to get delivered or I go and pick it up from the store.

4.6 As a buyer, I want different apple store options so that I choose the nearest or convenient store I would want to go and pick the watch from.

4.7 As a buyer, I want to add my watch to the bag so that I can proceed with the checkout

Acceptance Criteria A4: Given that the buyer knows the final product then staying on the same page the buyer should be presented with different payment options , apple care plans, delivery options before finally reviewing the bag on the next page.

Epic 5: "Checking out the watch from the bag"

5.1 As a buyer, I want to see the review bag option so that I can finalise my cart before ordering.

5.2 As a buyer, I want to see my product with its price and tax so that I know the total amount I have to pay.

5.3. As a buyer, I want to have an option to add apple care+ so that I can add it in case I changed my mind or forgot to add it earlier.

5.4 As a buyer , I want to have options while checking out so that I get to choose whether I want to pay monthly installments or pay in full.

5.5 As a buyer, I want to see recommendations related to my purchase so that I can add a few things in my bag before I check out.

Acceptance Criteria A5: Given that the buyer is on the checkout page then the buyer should add an optional apple care and select the option to pay full or with monthly installments.

Epic 6:" Check out by creating apple account"

6.1 As a buyer, I want to have an option to create my account so that I can fill in my personal details before placing the order

6.2 As a buyer. I want to add my payment details like PayPal, debit/credit card or apple pay so that I can directly use any of the payment options for future purchase

6.3. As a buyer, when I see an option of discount or promo code so that I can apply them to the final bill value before checking out.

6.4 As a buyer, I want to see the option of buy now pay later so that I can pay later using the apple card option.

6.5. As a buyer, I want to see the probable delivery date so that I know when I will receive my order.

6.6 As a buyer, I want an option to locate my nearest store for pickup so that I can go and pick up the watch if It is feasible for me.

6.7 As a buyer, I want to see the privacy policy before making the payment so that I can trust the website with my payment details and personal information.

6.8 As a buyer, I want an option of apple support for all the steps so that I can contact support via chat , call , email or FAQ's if I face any problem placing my order.

Acceptance Criteria A6: Given the buyer is new to Apple then they should create an account smoothly and enter the payment details as required to process the payment and also read the privacy policy or offers before checking out.

Epic 7: " After the order is placed"

7.1 As a buyer, I want to receive an order confirmation number through email so that I know that my order is placed

7.2 As a buyer, I want to be provided with apple support information so that I can contact support if I want to modify my order.

7.3 As a buyer, I want to keep on receiving status of my order after each progress so that I know where my order has reached

7.4 As a buyer, I want to be notified when my order is delivered so that I know my order has arrived

Acceptance Criteria A7: Given the buyer checks on the order then the buyer should be able to refer their email and for the buyers who have created should also be able refer to their apple account to get a track on the order they have placed.

Epic 8: "Return and Replace the order"

8.1 As a buyer, I want to see a return request on my account page so that I can easily place a return order request.

8.2 As a buyer, I want to return my product with just an order confirmation number so that my return is smooth even if I have made a purchase with a guest account.

8.3 As a buyer, I want to contact apple support for my return so that they can initiate my return if don't want to log in into my account or have a guest purchase

8.4 As a buyer, I want to be clarified with all the return policies so that I am aware on the maximum return time and refunds

8,5 As a buyer, I want to be able to contact apple support so that I can replace my product by sharing the details of the issue I am facing if it is under

8.6 As a buyer , I want to know the solutions by Apple support team to my issues with products so that I can make a decision on whether I want to return or replace the products.

8.7 As a buyer, I want to receive a new order number in an email so that I can track my replaced product.

8.8 As a buyer, I want to be able to rate the service so that I can leave a feedback on the support service if I have any

Acceptance Criteria A8 : Given that buyer did not receive the product they were hoping for then the buyer can start a return request either by directly logging back into or continuing the return as a guest, in both the cases the buyer should be able to access apple support.

Acceptance Criteria B8: Given that the buyer used the product but they found it inefficient then they should have the option to replace the product if it's under the buyer's warranty with the help of apple support.

Important topics to also include

- Customer journey map (using AdobexD)
- Feature prioritization (using impact vs value metric)
- Rough release dates
- Open issues
- Author/owner and contributor details to this document