**User Flow**

Apple home page --> Click iPhone tab at top --> Click on your preferred iPhone model --> (ex) iPhone 13 Pro --> Select the View Pricing button --> Select either “see how trade-in works” or under “choose your model” click on “which model is right for you” --> either option --> Choose your finish color, choose your capacity, connect to a carrier--> See deal details based on carrier or connect on your own later--> If you clicked on a carrier--> For existing customers--> Which phone are you trading in---> Price depends on your trade-in phone--> For new customers--> Are you trading in a phone---> Price depends on yes or no--> Choose payment options, one-time payment or apple card --> Select yes/no on insurance --> Delivery options --> Continue and set up your iPhone

(Reflect) Apple’s user flow is complicated, but it’s necessary.

**User Stories**

1. Carol is deciding between two iPhones. She clicks on the “Compare” icon on the top of the page. From there she is able to see which colors are available, pricing, as well as a quick look at the different features that each iPhone possesses.
2. Ryan lives with loud roommates and is looking into purchasing AirPods to tune out the noise. Once he clicks on the AirPod icon he is able to see 3 different options. He doesn’t like headphones and prefers ones that go into the ear and are wireless. Luckily he has two options to decide on.
3. Jacob recently cracked his phone case and is looking for a replacement. He can find a new case under “iPhone Accessories.” He then searches “Browse All” and clicks on the iPhone Cases & Protection option. From there he has a wide variety to choose from.
4. Marcus wants the newest iPhone that is available. Conveniently for him there are various brand-new iPhone 13’s that he can select from at the top of the iPhone page, that he can pick from based on his preference of phone size and features that appeal to him.
5. Nicki is looking for a new credit card that is the easiest to use on her iPhone and also syncs with her apple account. She discovers the Apple Card option at the top of the iPhone webpage. She has the simplicity of viewing her purchases, balance, and everything else offered through a credit card and bank account app, but she only has to view her apple account to access this information. Simplicity.

[Iphone Product Page | Trello](https://trello.com/b/JB0nrLTZ/iphone-product-page)