```
┌─────────────┐        ╭─────────────╮        ┌─────────────┐
│  Home Page  │ ────▶  │ Buy Button  │ ────▶  │ Buy iPhone  │
│             │        │             │        │  12 Page    │
└─────────────┘        ╰─────────────╯        └─────────────┘
                                                     │
                                                     ▼
┌─────────────┐        ┌─────────────┐        ┌─────────────────┐
│   Choose    │ ◀────  │   Choose    │ ◀────  │ Choose iPhone   │
│  Capacity   │        │    Color    │        │ 12 mini         │
│             │        │             │        │ Or iPhone 12    │
└─────────────┘        └─────────────┘        └─────────────────┘
      │
      ▼
┌─────────────┐        ┌──────────────────┐        ┌─────────────┐
│   Choose    │ ────▶  │ Smartphone trade │ ────▶  │  Payment    │
│   Carrier   │        │       in?        │        │  Option     │
│             │        │                  │        │             │
└─────────────┘        └──────────────────┘        └─────────────┘
                                                     ╱         ╲
                                                    ▼           ▼
                                           ┌──────────┐   ┌──────────┐
                                           │ Pay in   │   │ Monthly  │
                                           │  full    │   │          │
                                           └──────────┘   └──────────┘
                                                │
                                                ▼
                                           ┌──────────┐
                                           │AppleCare?│
                                           └──────────┘
                                                │
                                                ▼
                                           ┌──────────┐
                                           │ Check Out│
                                           └──────────┘
```

User Stories:
Q: What user story might have prompted Apple to layout all the device options across the top of the page?

1.As a consumer my eyes go to the top of the page automatically. Makes for easy navigation to see all the products they offer.
- Product Nav Bar

Q: What user story might have prompted Apple to use large graphics with minimal text?

2.As a consumer, whenever I see Apple branding, I feel that the products speak for themselves.
- Clean design
- See the Apple logo on all products

Q: What user story might have prompted Apple to show certain accessories on the iPhone product page?

3. So you can see what upgrades and helpful products you can use with your iPhone.
- iPhone case
- Airpods
- Magsafe

Q: What user story might have prompted Apple to let users compare different kinds of iPhones?

4. As a consumer, depending on your needs, Apple lets you compare the different models of iPhones to best suit you.
- Compare model button
- A small section for the different types of phone

Q: What user story might have prompted Apple to let users have music/app options?

5. As a consumer, you have lots of different tastes in customization, It fits all user needs and wants.
- Airpods
- Beats
- Garageband
- Gift Cards
- Apps etc…

https://trello.com/b/XHTpLRUi/iphone-and-product-page