User enter the website address

User selects color, storage capacity and carrier

User selects desired model

Clicks on iPhone

Valid phone to trade in

no

Phone valid?

Payment Method (Full/monthly)

No

Select Model

yes

User clicks on check out button

User clicks on review bag

User clicks continue

User flow for Apple is fairly easy. User navigation is very comfortable. The website in general is user friendly, graphics were big with smaller texts. It is very use

**User Stories**

1. As a customer, I want the apple logo on top left of the page so that I can redirect to homepage when I click the logo
2. As a customer, I want a shopping bag hyperlink on top right so that I can see the items I added to the cart
3. As a customer, I want a Iphone logo for each model of phone on the top so that I can check the overview/specification of each model of Iphone
4. As a user, I want different iPhone models and specification on the product page so that I can compare different models
5. As a user, I want a buy hyperlink icon under each model so that I can have different way to access to purchasing a phone
6. As a customer, I want large graphics for newer models so that I can easily navigate to the newest models of iPhones

Detailed list of features

1. Once a user clicks on Apple logo, they are easily navigated to the home page. It is easy for customers to revert back to the very beginning
2. Shopping bag hyperlink allows a user to review the products before purchasing. This allows easy access for users to compare between several of the products chosen
3. iPhone logos and accessories hyperlink logo allows user to navigate to their desired product.
4. The webpage also has a great graphics on comparing each model. It allows a customer to understand their options to help them in purchasing process
5. iPhone also allows customer to buy their product through several navigation. One of them is through their comparison portal.

Trello Link

<https://trello.com/b/P8SMB6Sq/iphone-product-page>