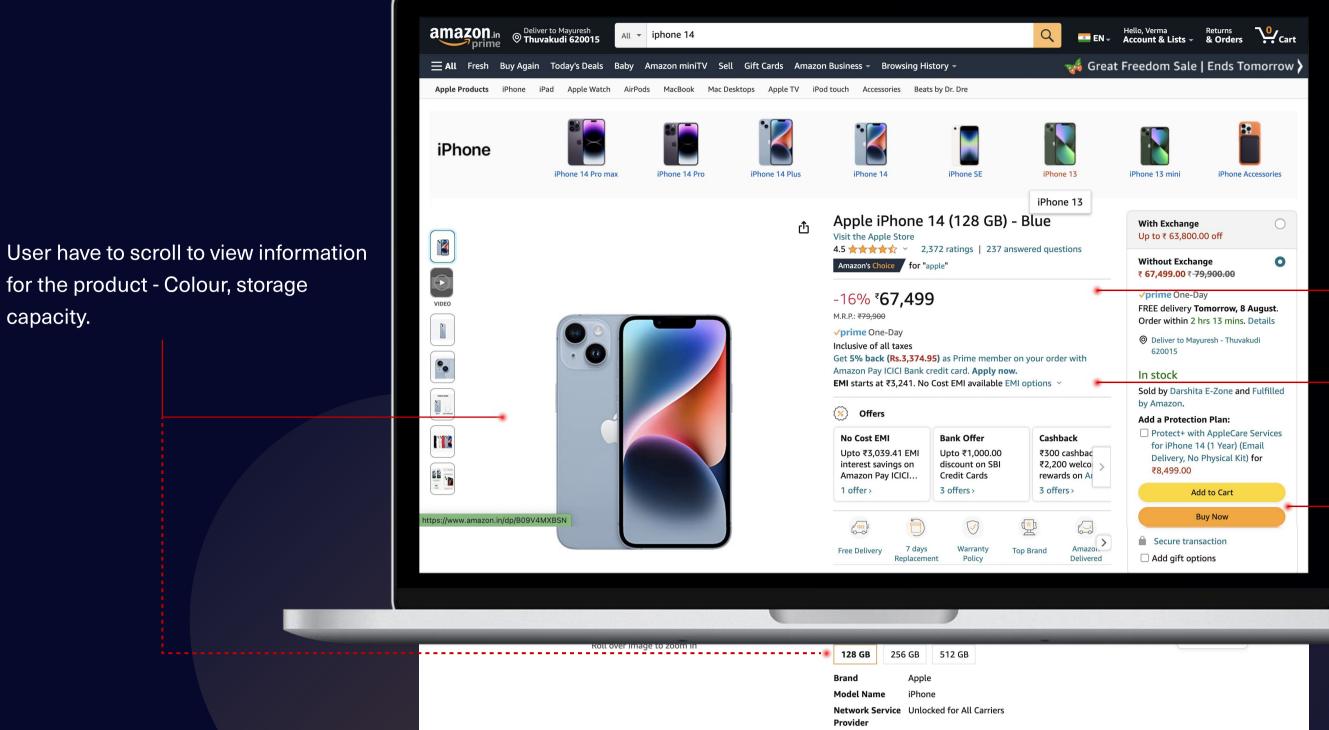


## **Current Design**



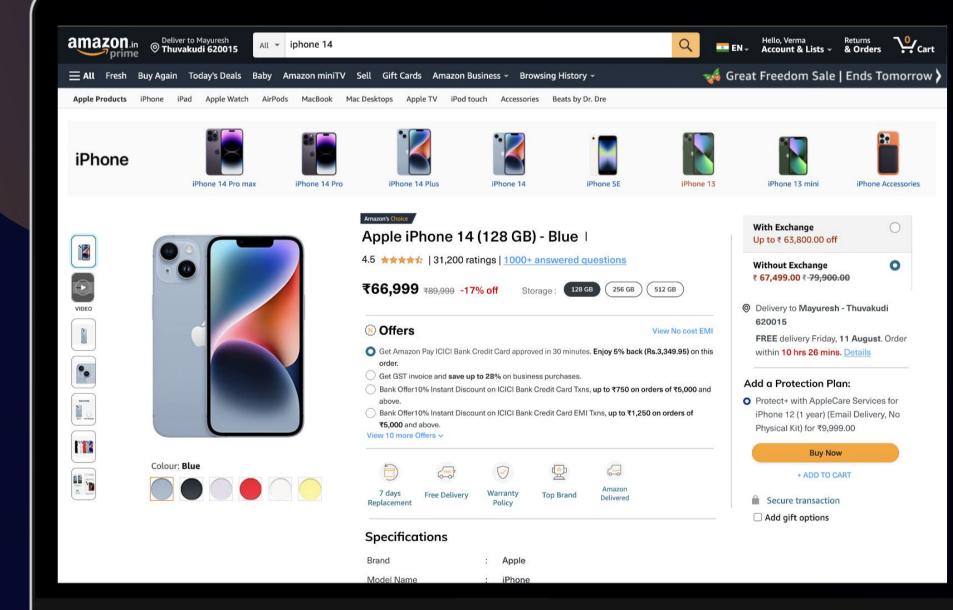
Multiple links might confuse user to make decision

Information is consisted on the first fold of the page.

Primary and secondary CTA are not clear

Plant Apple
Model Name
Network Service Unublocked for All Carriers
Provider
Operating
Callular
Signature
Callular
15.40 cm (6.1-in-ch) Super Retina XDR display
1.40 Advanced camena system for better photos in any light
1.50 cmantiar mode now in AC Dolly Value to the Signature
1.51.4d or model for smooth, steady, handheld videos
1.51.4d cm and for smooth, steady, handheld videos
1.51.5d cm (6.1-in-ch) Super Retina XDR display
1.51.5d cm (6.1-in-ch) Super Ret

## Re -Design



About this Item

• R. 1-inch 15.5 on diagonal Super Reteins XDR display

• Cominé Bhod, tougher then any amartiphone glass

• AVI Bono cibig, the Sasted chip own in a smartiphone

• Advance dual-camera syntam 152 APD Ura Wide end Wide cameres, Right mode,
Deser Fusion, Smart HDR 3, 4K Dolly Visor HDR recording

• 124P Truboglith front camera with Night mode, 6D body Vision HDR recording

• Industry-teading IPB owner resistance

• Sugaron MagSale concessors of energy attach and faster writeless charging

• IOS with recissigned visigests on the Home screen, all new App Library, App Clips and more

IPP hone 14

Wonderfull.

• User can view important information for the product -

• Primary and secondary CTA are clearly visible to make

Colour, storage capacity etc. on the first fold.

• Improved information hierarchy for user to take

decison.

decision.

Thank you