1. Pictures of the devices under the navigation that are hyperlinks

As a foreign exchange student that speaks English as a second language, I want to have a feature that allows me to easily see which product I’m trying to purchase without having to do a lot of reading or to avoid buying the wrong product.

1. Compare phones page of the website with drop down lists

As a high school teacher, money is always tight, so I really need a way to easily compare models to ensure I make sure I get the best deal for the best price.

1. Hyperlink under choose your model that pulls up a window comparing models

As a busy CEO I don’t have time to waste flipping back and forth between web pages to view the differences between models and really need a way to quickly point out the differences between Pro and Max so I can get back to doing what I really need to be doing.

1. Feature that changes the image of device based on which finish you click on

As a home decorator I fully understand that a color swatch alone is not always enough to know if you’ll like seeing a lot more of it all over the place. I want a feature that shows me a realistic picture of the finish on the specific device I’m trying to buy.

1. The heart next to continue that allows you to add a certain device to a list of favorites

As a server I love staying on top of the latest technology, but can’t always afford it right away. I would love to see a feature that allows me to save all my favorite searches so I can easily find the phone I picked out later on.

<https://trello.com/b/yc4XQNXO/iphone-product-page>