- As a consumer I want to know how a product looks so that I can ensure that product that I want.
    - Simple/quick process to add iphone to cart. & buy now button
- As a customer I want to have the least amount of stress possible so that I can have a better purchasing experience.
    - Simplicity of buyer flow experience from product info to check out.
- As a customer I want to know which iphone is the best choice for me so that I can make an informed decision
    - Compare iphone page.
- As a customer I want to know i'm purchasing a quality product so that I can feel like I belong to something great.
    - Product images and layouts & icons at the top
- As a customer I want to fully immerse myself in the user experience with additional accessories so that I can more cohesive experience with my product.
    - Accessories icons at the top & additional options and accessories on the bottom.
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