As a customer, I want to have the least amount of stress possible, so that i can have a better experience
Features: Simple/quick process to add phone to cart, "Buy now" button

As a customer, I want to know which iphone is the best choice for me, so that I can make an informed decision
Features: Compare iPhone page

As a consumer, I want to know how a product looks, so that I can ensure I am buying the phone I want.
Features: Phone icons along top, compare iPhone page, Product images

As a customer, I want to make sure Im purchasing a quality product, so that I can feel like I belong to the higher classes
Features: product Images, Accessories tab

Features: Accessories tab, links to accessories page at bottom.