



Says

What have we heard them say?  
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

you can  
provide  
discounts or  
offers

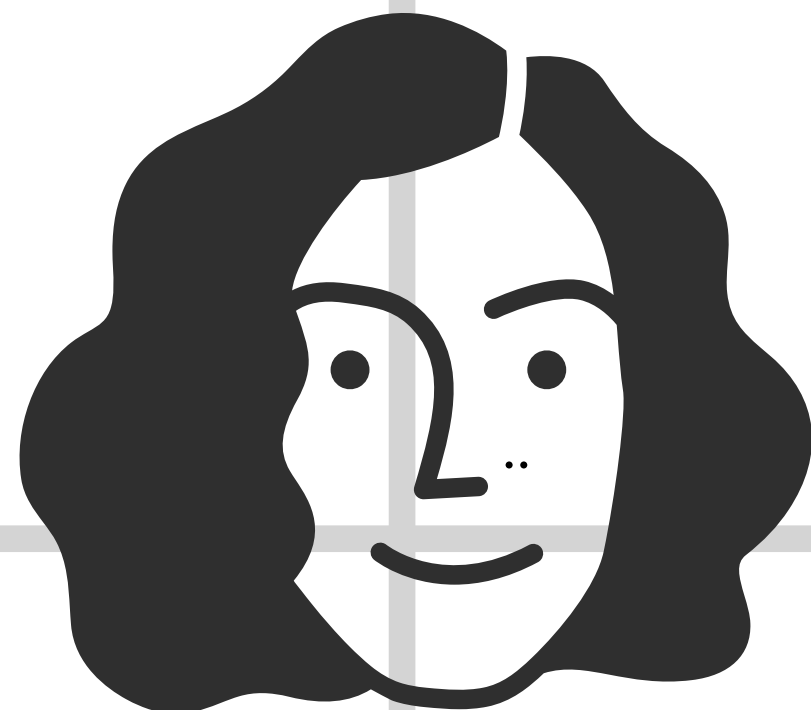
The product  
are it has  
limited  
customozation  
options.

I need to most  
safe and non  
hackable  
device from  
you

I need a good  
deals and  
time to deliver  
the products

Users have to  
purchase iphones  
with larger  
storage  
capacities, which  
can be costly.

Many users have  
reported cracking  
or shattering their  
screens after  
accidentally  
dropping their  
devices.



Retailer and  
Customer  
user's thoughts

The iphone is one of  
the most expensive  
smartphones on the  
market. High-end  
models can cost over  
\$1000, which makes it  
a luxury item for many  
people.

The current  
situation online  
purchase are  
higher, so we are  
concentrate to  
this.

The iphone batteries  
are non-removable,  
which means that  
users cannot  
replace them.so, the  
iphones are  
replacable batteries.

The iphone has  
an intuitive user  
interface that  
makes it easy to  
navigate.

The iphones  
Retina display  
is one of the  
best in the  
market.

This high quality  
display is perfect  
for streaming TV  
shows, movies,  
and graphic-  
intensive games.



Does

What behavior have we observed?  
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?