



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?

Symbol of
power
and status

Looks
premium

Why charger
and earphone
were nor
given?

Increasing
camera
quality

Privacy
preference

Durablity

Lowering
the price

Why
iphones has
low battery
capacity?



H IBRAHIM SHARIF

Change in
attitude

Showing the
phones

Fear of
lossing
product

Satisfaction

Extrovert

Popularity

Exitment

Buing in
instalments



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?

[See an example](#)