



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?



S Ajay
LAPTOP
TECHNOLOGY

APPPLE
MAC BOOK
AIR

APPLE M2 CHIP
WITH 8-
CORECPU, 8-
CORE GPU,16-
CORE NEURAL
ENGINE

OPERATING
OS
MAC OS

WHITH M2
CHIP

34.46 CM (13.6-
INCH) LIQUID
RETINA DISPALY
WITHTRUE TONE
1080P FACETIME
HD CAMERA

8GB UNIFIED
MEMORY
256GB SSD STORAGE
BACKLIT MAGIC
KEYBORAD WITH
TOUCH ID-US
ENGLISH

THE M2
PROCESSOR
IS DESIGNED
SPECIFICALLY
FOR MAC OS

MACBOOK M2
PROCESSOR
HIGHLY
ANTICIPATED
UPGRADE TO
APPLE'S POPULAR
LINE OF LAPTOPS

AS A
SATISFIED
USER

HIGH PRICE
IN INDIA

BATTERY
BACKUP
LOW

APPLE HAS
LIMITED
ACCESS



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?