



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?



To hear text you selected, tap the Speak button.  
Speak Screen:  
To hear the entire screen.

Show the controller for quick access to Speak Screen and Speak on Touch.

iPhone can highlight words, sentences, or both as they're spoken. You can change the highlight color and style.

The new year is often used as a gateway for change. And while Apple does plenty of things right, we're hoping that Apple takes this cue and introduces some much-needed changes of its own.

So, my hopes and dreams are for the ideal world, where there is plenty for all, where love is the only law necessary, and where we all have each others'

Thats the same question I asked myself a lot of times, well the simple answer is that give time to your self , find out what you like

he idea of herding has a long history in philosophy and crowd psychology. This effect is evident when people do what others are doing instead

Apple is probably one of the few consumer goods companies which has deftly employed “Herd Behaviour” to drive sales of its products.

The natural question that arises now is with the iPhone X launch, has Apple broken from away from this concept

A key factor that influences consumers' behavior is the ability of Apple's products to meet their specific needs and expectation

Another way Apple communicates its superior quality is in the ... decision about a \$1,000 iPhone, it's the little things that influence you.

Apple Marketing Strategies Appeal to Our Emotions. You might think there's a logical reason why you're an Apple fan.



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?