



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?



Apple works seamlessly on its gadgets making them the best in the market.

Apple phone offers better performance.

Apple iPhones have excellent internal storage and no bloatware.

I hope to buy a iPhone with camera typically has higher resolutions and allowing for better quality photos and videos to be captured.

The iPhone camera look so unique for me. Because,Apple always creates a design that is simple, conspicuous, and most importantly, unique than that existing in the market.

My dream is to buy a unique design icon iPhone. for eg In the past years, Many companies such as oppo, samsung etc.. do have tried making their own design icon, but haven't been able to establish as well as Apple has done.

I observed, iPhone makes easier to sharing a family related content.

The family sharing feature in iPhones can be used to purchase and store data across multiple iOS devices and Apple ID accounts.

Family sharing in iPhone comes with parental approval.so there is no risk of children downloading inappropriate or paid ads.

I feel very happy,when I Compared to android devices. iPhone works faster and smoother.

I feel excited to infer that apple is optimized to perform flawlessly with its limited devices.

I feel very comfort to use iPhone with its fantastic mechanism, security,and do not frequently hang .



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?