Says

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

According to me apple phones are premium

apple iphones do work longer but its really tough to connect iphones with an androids cos most of the people worldwide use androids

if i buy an apple iphone i would think that the entire world is in my hands and feel premium

Thinks

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

if i were an apple user i would need a lot of free apps in the apple storage

influence, speaking of which iphones lack headphones jack while lots of android provide it which makes me feel that androids offers lots of features in a low cost and its good to go for an android

I hope in future iphones offers an expandable storage, lots of free apps in apple store, inbuilt fm radio, and headphones jack

Does

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

The apple iphones are known for their privacy and security of users

I feel like that i could even have a tutorial to learn the features of iphones compared to androids features that are easy to learn

Apple offers securtiy features like facial or fingerprint authentication to protect your personal information

Feels

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

As of now apple provides a lot of new technologies mean for users

*ceramic shield *LiDar scanner *Apple ProRAW *Super Retina display *Video recording in dolby vision *5G support

After all the arguments analysing the merits and demirits of apple iphone i come to conclusion that apple have secured an separate market even though being way more costlier apple phones provide many features which makes them a preferable choice when comes for a smartphone

See an example