

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's Ecosystem
!

Waste Of Money 💰

It's a status symbol 🏆

Makes me prestigious 🏰

Cost of repair
💡

It's expensive 💵

Safe and Secure
🔒

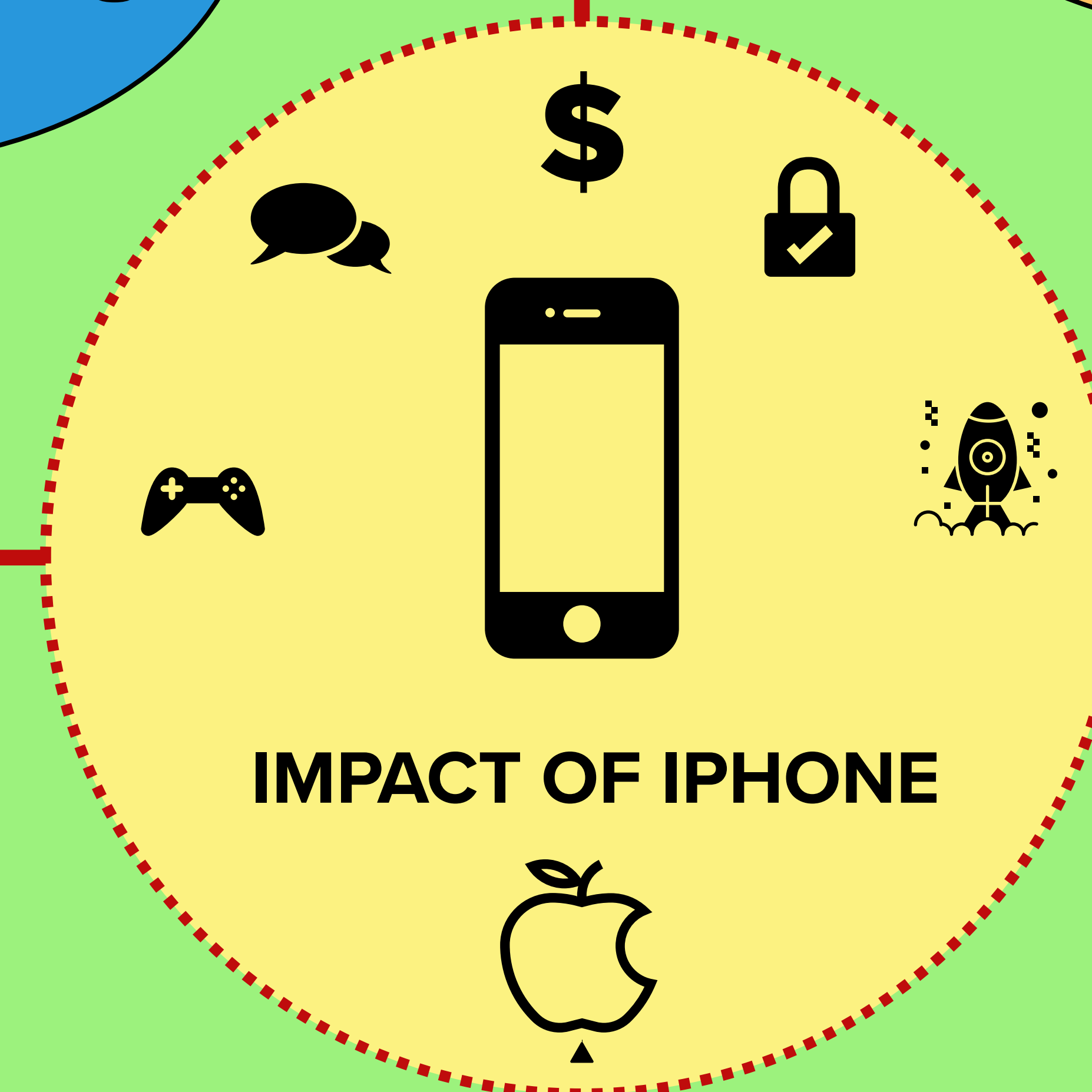
Reliable And Durable
💪

Concerns About Data Security And Privacy 🛡️

Enhance Person's Image
👤

New To Handle
👶

User Friendly Interface
👤❤️



Research online for reviews and comparisons
📄📊

Explores iPhone features
🔍

Feels successful
📈

Frustration when itz lags or has issues
😡

Share and showcase their experiences on social media.
📱

Recommended to peers
👥

Don't Worried About the safety
🛡️

Proud To own an iPhone 🏆

Asks friends for worth model
👥

Love for itz sleek design
📱

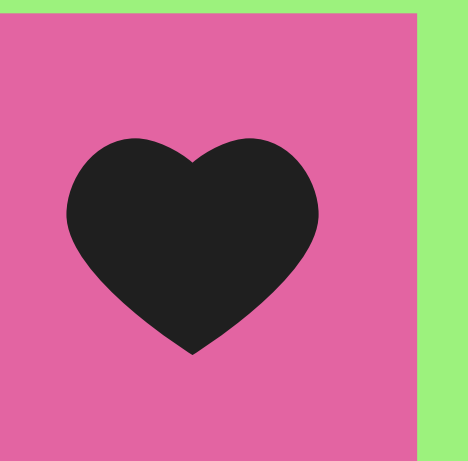
Save up to buy an iPhone
💰

Premium Build Quality
💎



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?