

GAP ANALYSIS FOR PHONE USER

FEELS

- Frustrated when their phone crashes or freezes.
- Disappointed when the camera quality isn't up to par.
- Anxious when their battery is about to die.
- Satisfied when their phone performs well.

THINKS

- "I need a device that can keep up with my fast-paced life."
- "I want a phone that is reliable and durable."
- "I want to be able to capture high-quality photos and videos."
- "I need a phone with a long-lasting battery."



PHONE
USER

- Uses their phone for social media, gaming, and streaming.
- Takes photos and videos.
- Checks emails and messages.
- Uses their phone for navigation.

- "My phone keeps freezing."
- "The camera quality isn't good enough."
- "The battery dies too quickly."
- "I need a phone with a larger screen."

DOES

SAYS