GAP ANALYSIS FOR PHONE USER

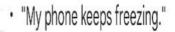
FEELS

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

DOES

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."



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

SAYS

