



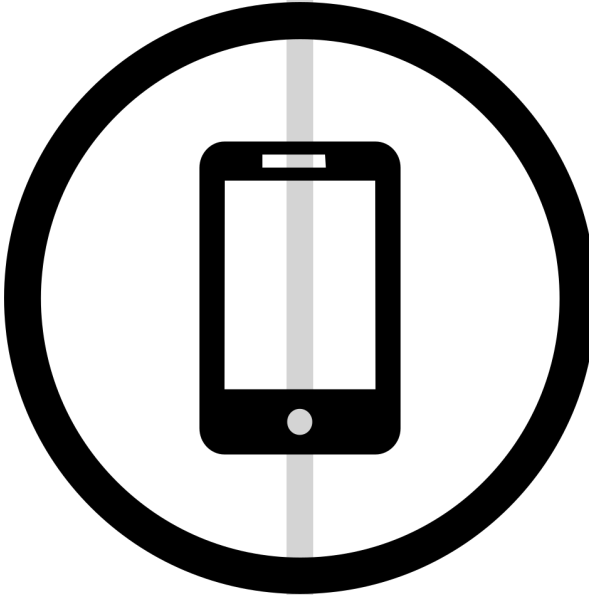
Says
What have we heard them say?
What can we imagine them saying?



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

Dream of every youngsters

Advanced camera



Seamless integration with other Apple devices.

High quality display



APPLE'S IPHONES

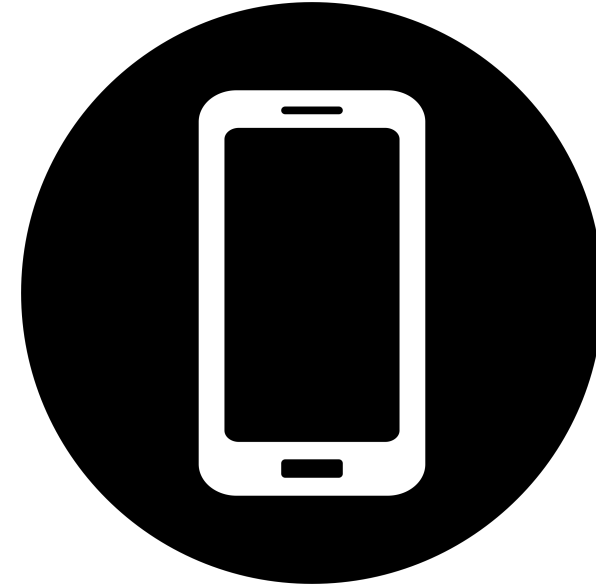


Is this really worth it?

Providing a superior customer experience, offering innovative products, and creating a strong brand identity.

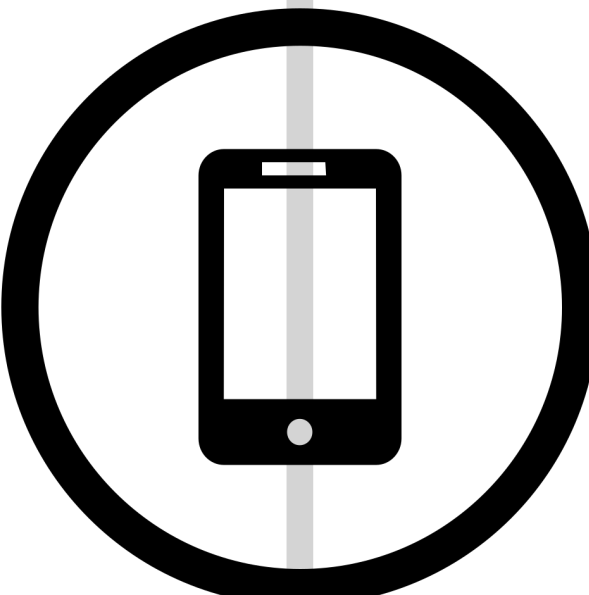
Apple blends hardware and software well, making the iphone more efficient and effective.

iphones are vulnerable to hacking despite being more secure than Android devices.



Creating thousands of jobs and supporting the creative industry.

Android phones run Google's Android operating system, while iphones use Apple's iOS. Still their own products



iphones default platfrom: Siri
iphones can use Google Assistant or bixby through apps but Android users can't use Siri

Android may update less regularly but iphones launch new versions annually

Generally happier, more extroverted, more adventurous and make more money than Android users

The UI is sharp and clean



Hassle free security as long as you don't jailbreak

User friendly Interface



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?