



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 I PHONE

iphone are considered more secure than many other smartphones.features like Face ID enhance device security

Apple should offer easily accessible customer support
prioritize device repairability

Apple iphone are more expensive
can be a barrier for budget conscious consumer

iphone do not have user-replaceable battery

iphone are expensive to repair especially if they are out of warranty

Apple iphone enhanced protection against water,drop and dust

Focus on fulfilling consumer needs

Apple iphone is more security and privacy

Apple is more expensive can be a barrier for budget conscious-consumer

iphone are known for their longevity.Apple provides software updates for many years

Apple places a strong emphasis on user privacy

Apple enhanced protection against water and dust



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?