



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  
IPHONE ARE  
EXPENSIVE

APPLE  
PRODUCTS  
HAVE GOOD  
RESALE  
VALUE

OWNING  
AN IPHONE  
SIGNIFIES  
SUCCESS

WILL THIS  
IPHONE  
ENHANCE  
MY  
LIFESTYLE?

IPHONE  
ARE A  
STATUS  
SYMBOL

I WANT THE  
LATEST  
TECHNOLOGY

I NEED TO  
CONSIDER  
THE COST  
BEFORE  
BUYNING

ARE THERE ANY  
LOCAL  
ALTERNATIVES?



RESEARCHES  
IPHONE  
FEATURES  
AND PRICES



A DATA DRIVEN  
EXPLORATION OF  
APPLE'S IPHONE



CONCERN  
ABOUT THE  
HIGH  
COST

DISCUSSES  
IPHONE  
CHOICES  
WITH FRIENDS  
AND FAMILY

EXCITEMENT  
ABOUT NEW  
IPHONE  
RELEASES

FRUSTRATION  
WITH  
POTENTIAL  
LIMITATIONS

CONSIDERS  
TRADE-INS  
FOR OLDERS  
IPHONES

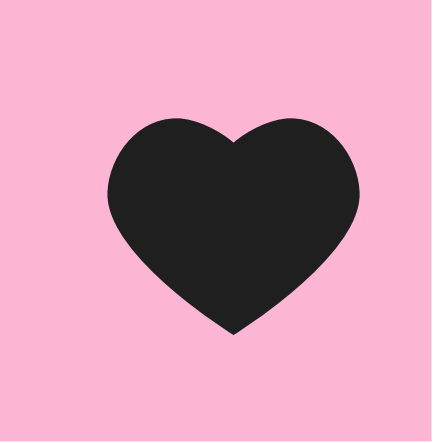
MAY  
EXPLORE  
FINANCING  
OPTIONS

PRIDE IN  
OWNING AN  
IPHONE



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?