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?



I use my Iphone for everything.

It's so easy to use and has everything i need.

I hate when my Iphone battery dies. I need to charge it more often.

I wonder what new features the next iphone will have.

Maybe i should buy bank or a wireless charger.

I hope my iphone is secure and protects my privacy.



uses iphone for various taskes and activities throughout the day

checks for updatas and new app regularly.

Complains about the Iphone drawbacks and limitations.

happy and satisfied with the latest innovations and trends.

curious and exited about latest innovations and trends.

frustrated and annoyed by the iphone problems and trends.



Does

What behavior have we observed? What can we imagine them doing?



What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

