



Says
What have we heard them say?



Thinks
What other thoughts might influence their behavior?

smooth to use

Safe for children

SEAMLESS

brand and premium

only rich people can afford

Waste of money

good camera quality

Difficut to hadle

cann't instal
form app
form google



iRevolution
summary of
apple phones

LOVE MY PHONE

SAFE AND SECURE

PRIDE

highly responsive

HAPPY USER

High pic quality

GOOD FOR VLOG

EASY HANDLING



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



Feels
What other feelings might influence their behavior?