

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?

Thinks it

improve their

social status

would



Are iPhones worth the cost?

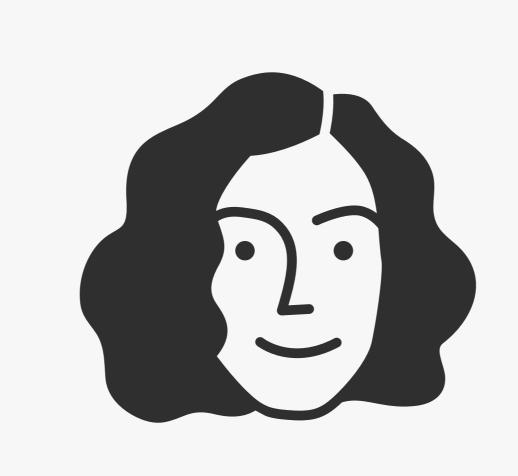
They provide better software and data security

Want to buy expensive

an iphone but its

Owning one would improve their lifestyle

> Thinks it has the best features



Compare with other brand mobile phones

Saving a part of money from their income

Checking on websites and looking for discounts Fears about lauching of new model after their purchase

Feels satisfied

Feels it has boosted their self esteem



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?



