



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?



Are iPhones worth the cost?

They provide better software and data security

Want to buy an iphone but its expensive

Thinks it would improve their social status

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?



Feels

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