



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?



Feels

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



Does

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



Apple has revolutionized communication, playing, watching movies, listening to music, etc.,.

The iPhone changed that with its Safari browser and made mobile web browsing a smooth & enjoyable experience.

It has also set in motion a few trends that wouldn't have been possible without iPhone.

The iPhone's Retina display is one of the best in the market. 300ppi, it is perfect for TV shows, movies and graphic intensive games.

iPhone has an intuitive user interface that makes it easy to navigate. It's operating system is simple to learn and use.

iPhone devices have the best quality cameras which is used to produce stunning images and help to reduce blur and take better images in low light.

The UVP of their products, how they improve the aspects of their customers live and quote the price for it.

Apple has consistently positioned their marketing. They know the product will sell itself without relying on pomp and circumstance.

Loyal customer's see the worth and readily pay the price. but the normal livings can't. The price is high due to its quality.

Apple blends hardware and software well, making the iPhone more efficient and effective.

The iPhones have a series of processors that reportedly deliver better performance than most Android phones.

Apple knows how to create a product that's really easy to use. It is the company that is know to put easy-of-use as the main goal when designing a product.