



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?

The invention of the iPhone has affected people's lives.

India becomes fifth largest iPhone market in the second quater for the first time.

It has revolutionized communication, playing games, watching movies &more

The features will work very well for me.

It offers more security and privacy.

Built with high-quality materials and superior hardware components.

It is one of the most expensive smartphone on the market.

It's difficult to understand.

Technology become more accesssible to everyday users.

It's a fantastic tool for staying in touch with others, especially friends &study partners.



iPhone
iRevolution

Users are generally happier, more extroverted, more adventurous.

IOS devices have the upper hand when it comes to cybersecurity.

The launch of iPhone 15 will contribute to Apple's increasing market share.

The feature is very comfortable to use pleasing to the eye.

Batteries are non-removable. No expandable storage.

It is highly responsive in every way.

Changes access to the internet (wifi,LTE,etc)

Look at the feature on other devices.

you can drag and move multiple apps all at once.

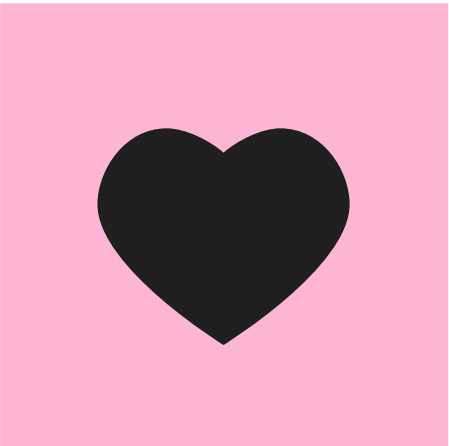
High quality display
Advanced camera

User friendly interface



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?