



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?



iREVOLUTION

Before the iphone
browsing the
internet on a mobile
phone was a clunky
and frustrating
experiene.

The iphone
changed that with its
Safari browser,and
ade mobile web
browsing a smooth &
enjoyable experiene.

This was a big
deal, as it paved
the way for the
mobile-first
internet we know
today.

It's not just
inescapable
connectivity that the
iphone helped bring
about. It's also hoe
we access the
internet.

The iphone
made mobile
web browsing
usefull for the
first time .

Soon ae a flood of
apps, which removed
the need to open a
wed browser at all, and
opened a whole new
world for the user.

While the iphone is
being challanged by
other brands,suh as
Android and
samsung, it's still the
go-to phone for any
users.

The iphone offers a
sleek desing , is user
friendly,features fast
browsing speeds and
is currently available
from all the major U.S.
cell service providers.

Cost: the iphone
is one of the most
expensive smart
phones on the
market....

The invention of the
iphone has affected
people is lives and
how they do things.It
is also set in
possible without
iphone .

Apple has
revolutiolized
communication ,
playing games,
watching movies,
listening music,and
more.