



Says
What have we heard them say?
What can we imagine them saying?

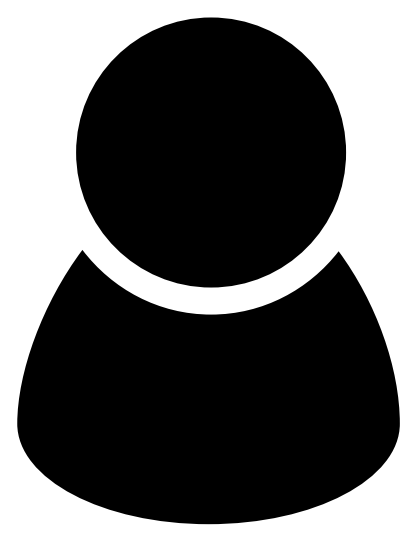


Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

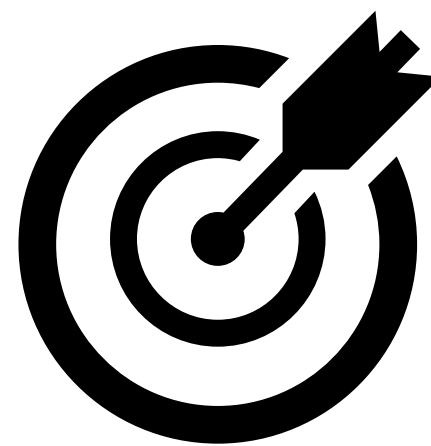
i trust their security level and also their good usability

i love their style and consitency in evolving

Thinks and focus on fulfilling consumer needs



i like their efforts to make their customer feel good about themselves



Thinks to focus is limited cutomization and frailty

Advanced camers,apps ecosytem,high quality display and seamless integration

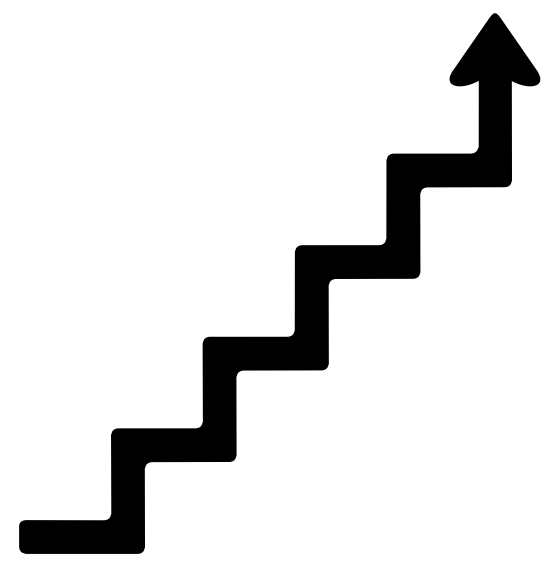


TECHNOLOGY AND UPGRADES

The introduction of LTPO in future smart phones

By understanding and utilizing these cognitive biases

The beginning of new era in personal computing where technology become more accessible



Upgrade the duration of "ALWAYS ON DISPLAY (AOD)" suppot to the non pro uniys

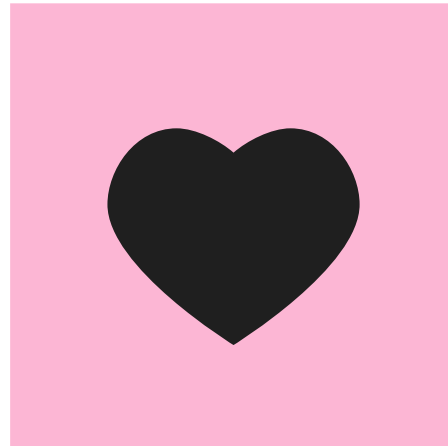
Use the "dynamic island feature" for upcoming series



Cost of the devices and the fast drainage of battery may frustrate people



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?