



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?



iPhone is the
best consumer
product ever

One of the
most expensive
smartphone
on the market

Apple's main
purpose is to
create products
that enrich
people's daily lives.

Build hype and
anticipation for
new upcoming
products.

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

iPhone
know good
usability

To bringing
the best user
experience to
customers

The company's goal
is to gain a
competitive
advantage over its
main competitors.

good in terms
of marketing,
design, speed
and camera

Apple that combines a
computer, iPod, digital
camera and cellular
phone into one device
with a touchscreen
interface.

iPhone shows if
the mic or camera
is open by any app

iPhone reveals the
data collection

main purpose is
to create products
that enrich
people's daily lives.

It has limited
customization
option

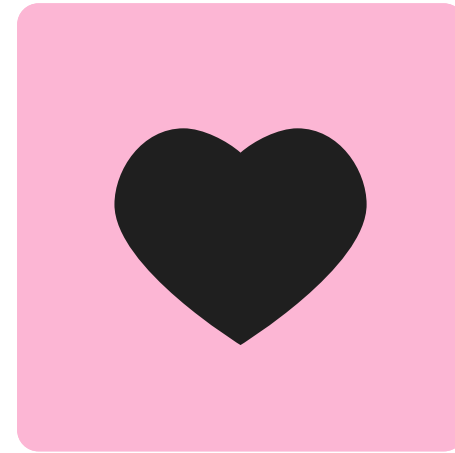
iPhone restricts
online activities

Apple App
Store offers
secure apps
iPhone apps



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?