



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?

mobile
telephone

better
perfomers

digital
camera

music
player

game
changer

focus on
fullfilling
customer
needs



PRIYANGA R
FINAL YEAR
STUDENT OF
UNDER GRADUATE

creating
thousands
of jobs

supporting
the
creative
industry

more
customization
for lock screen

the power
of touch

alternative
app stores

camera app
enhancements



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?