



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?

Apple's iOS is so smooth and fast.

The quality of images from the camera.

Great technology

Works interactively computers and ipad well.

The elegant design.

Glass screen,rather than plastic

Apple's iphone impact in India

Cost and feasiities.

Security and privacy

camera quality

choosing brand

Privacy is best on iOS

camera amazing



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?