



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?



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?

See an example



Exploration of Apple's iPhone

iPhones are famous for their Privacy and Security and they are built to work "Faster and Smoother".

"Apple" knows how to create a product that's really easy to use and we can use it without struggle.

iPhone users have access to a wider selection of high quality Apps than Android users.

Battery life for the iPhone is still an issue.

iPhone users want Expandable storage, needs Battery life.

They hopes better Camera quality and dreams an users friendly iPhone.

One factor that really seperates Apple from the rest of the pack is "How well Apple products work together".

The iPhone and the MacBook are more than just a phone and a computer "they are extension of one another".

iPhone is a "Smartphone" made by "Apple" that combines a Computer, ipad,digital camera and cellular phones into one device with a "Touchscreen interface".

Major fear is it's an expensive gadget.

iPhone users can only install Application from the "App store" is a constant complaint by iPhone users.

iPhone users are generally happier,more extroverted and make more many than "Android" users.