What are their wants, needs, hopes, and dreams?

What other thoughts might influence their behavior?



Says

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

GALLERY

The gallery can reveal during the event or you can make people wait until the next day. Great for everyone to relive the next day



The camera is completely customizable — you determine how many photos each of your guests can take.

Lifting a subject from a photo

SAMSUNG

Thinks

SHAREABILITY
The app will
generate a QR code
and link so that

friends can easily

find your event

Androidusers can joinFaceTimecalls, too

Androidhas anAirDropequivalent



CIPIC Exploration of Apple iphone in india

you'll find your iPhone's 'A' model number stamped on the back of your device.does

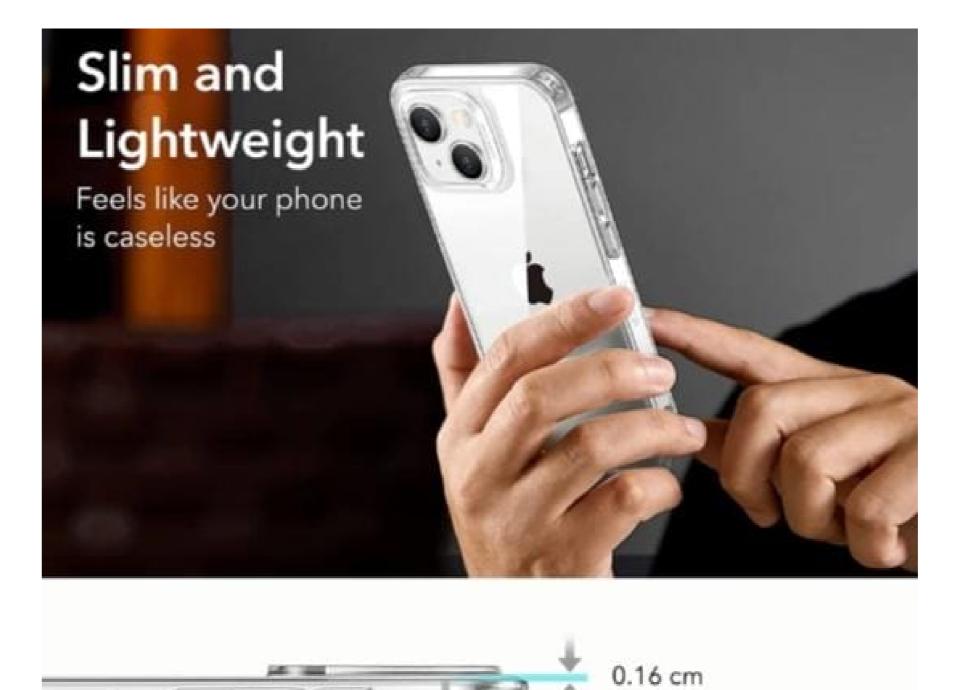
An iPhone 5C, for instance, may carry an 'A' number of "Model A1532".

Functional
Camera and
NaturalLooking
Photos

Third-Party
Apps Are
Better
Optimized for
iPhones



Flip it over, and then look for the "Model AXXXX" identifier.



Easy to Find High-Quality Accessories



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?

