



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 devices have some of the best cameras in the market.

The iPhone has become a ubiquitous presence in modern socity.

High-Quality Display.

The iphone has an intuitive user interface that makes it easy to nevigat.

The origin story of the first iphone reveals that Jobs was just trying to make a really cool phone.

Apple places a high priority on secruity and privacy, and iphone is designed with these factors in mind.



USER

iPhones is a line of smartphones produced by Apple Inc. that use Apple's own iOS mobile operating system.

iPhones are generally much smoother, faster, and have significantly better longevity compared to Android smartphones.

Apple works seamlessly on its gadgets, making them the best in the market.

All Apple devices' production is controlled and monitored strictly, resulting in excellent performance designs.

Apple knows how to create a product that's really easy yo use.

iPhones feels like a magical illustration.



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?