



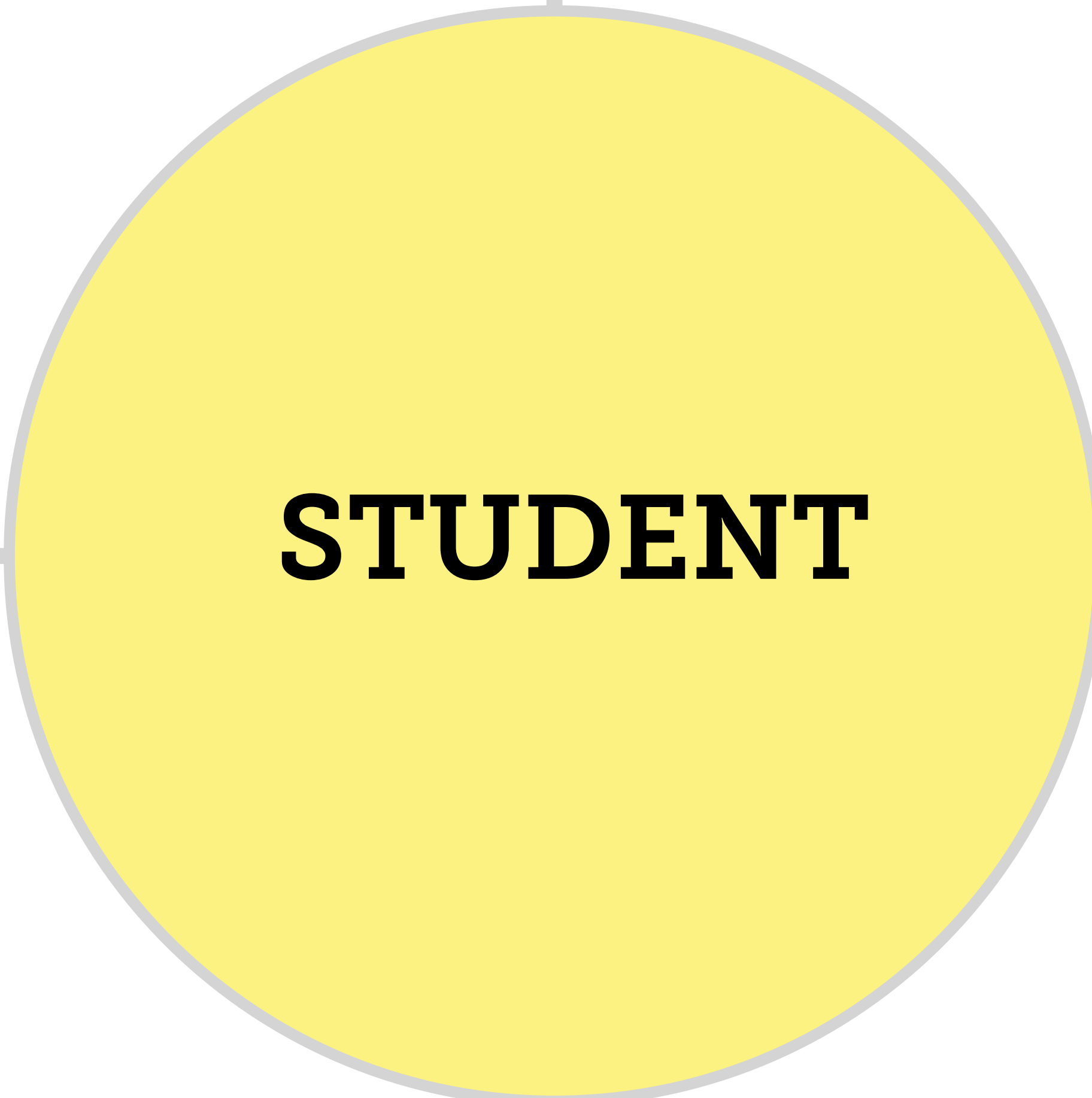
Says

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?



High storage, RAM and clarity

Must be purple color

Slim and weightless phone

First The Apple logo

Camera and Speaker Quality

Mainly feature in Apple OS

The Person was so happy and excited

The Person took Photos

Played the Apple's sample video for speaker Quality

Hard To Protect

Apple's apps are not easy to use

A lot money is required to check if there is a damage.



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?