



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 users have increased in recent years.

The iphone company is now one company

The price has not come down.

i phone better performance compare to android device

The iphone's retina isplay is one of the best in the market.

Every people device is some of any prouct apple you use, so this is very useful to have eveytthing same on other device.

iphone are famous for their privacy and security system. so,the people use iphone.

Camera quality is better than Android

In modern India it is difficult to o business without an iphone.

Stock statues and weather conditions at finger tips.

iphone are built ith high-quality materials and superior harware components

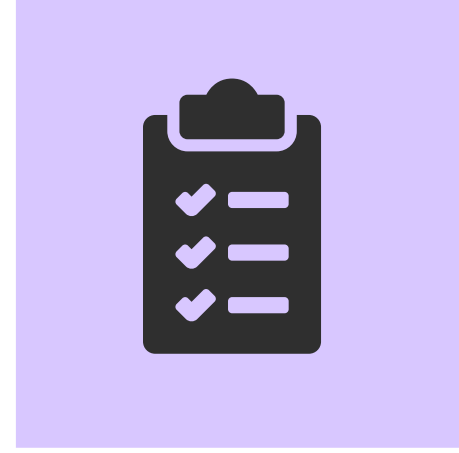
Ability to provide high speed internet.

There are very few iphone companies in India.

iphones have fixed storage and alos iphones Apps take up too much space.

You have to go to the company to repair the damage to the iphone, which is difficult. Because, the accessories are costly.

iphones are overpriced.Apple increas the price of iphones every year in India.



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?