



**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?

**Market penetration**

**Customer preferences**

**Economic ramifications**

**Societal changes**

**Increase its market share**

**Advanced data analytics**

**ios operating system**

**High storage stability**

**iphone reveals the data collection**

**analyzing large datasets**

**Malware activities**

**Apple app store offers secure app**



**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?