



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?

more security and privacy

Price

Battery life

User-Friendly Interface

Advanced camera

Fast charging

High quality

advanced mobile update



Update to the latest version of iOS

Video game in smoothran

Quick response

System security

Phone performance

Best quality

Waterproof

High-Quality Display



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?

[See an example](#)