



**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?

apple iphone  
is the best  
camera  
quality then  
of the buy.

A lot of  
models will  
sell a lot if  
new colors  
are added.

Apple iphone is  
very secure then  
other person can  
not hack the  
personal data.

Apple phone has  
a very secure  
system so it has  
to allow other  
application.

Most of the  
people like  
to the apple  
iphone logo.

The apple  
iphone  
charge  
capacity is  
very useful.

Must have  
call record it  
will be very  
helpful.

Useres will be  
very happy if  
you upload all  
these  
features.



The system  
updatation is  
very good.

It is many  
years can be  
used.

ISO provide  
customers  
satisfiable  
services.

It is always  
smart.



**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?