



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?

I wish apple would provide more transparency about their sustainability efforts

I love my iphone but i am concerned about its environmental footprint

i wonder if my iphone usage contributes to electronic waste

Are there recycling programmes or options for oldre iphones

What action might iphone userss take or behaviors they exhibit

seek information about iphones environmental impact

concerned about the environmental

Hopeful for positive change



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?