



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 is one of the most expensive smartphones on the market.

The iPhone's batteries are non-removable, which means that users cannot replace them.

iPhone's are famous for their privacy and security system.

The choice of whether to purchase an iPhone depends on the user's preference, needs, and budget.

Almost all of Apple's products and software designed in a way that almost anybody can quickly understand.

The iPhone has been criticized for not giving its users as many customization options.



The iPhone has a seamless integration with other apple devices such as MacBook, iPad, and Apple watch.

The increased production of iPhone models in India and Apple's plans for further expansion in other countries are expected to have a positive impact on consumers.

The iPhone has been a game-changer in the technological world.

The touch screen interface is easy to use, and the iPhone's smooth operating system is simple to learn and use.

In India iPhone is considered as a symbol of power and status.

iPhone users are generally happier, more adventurous, and make more money than Android users.



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?