



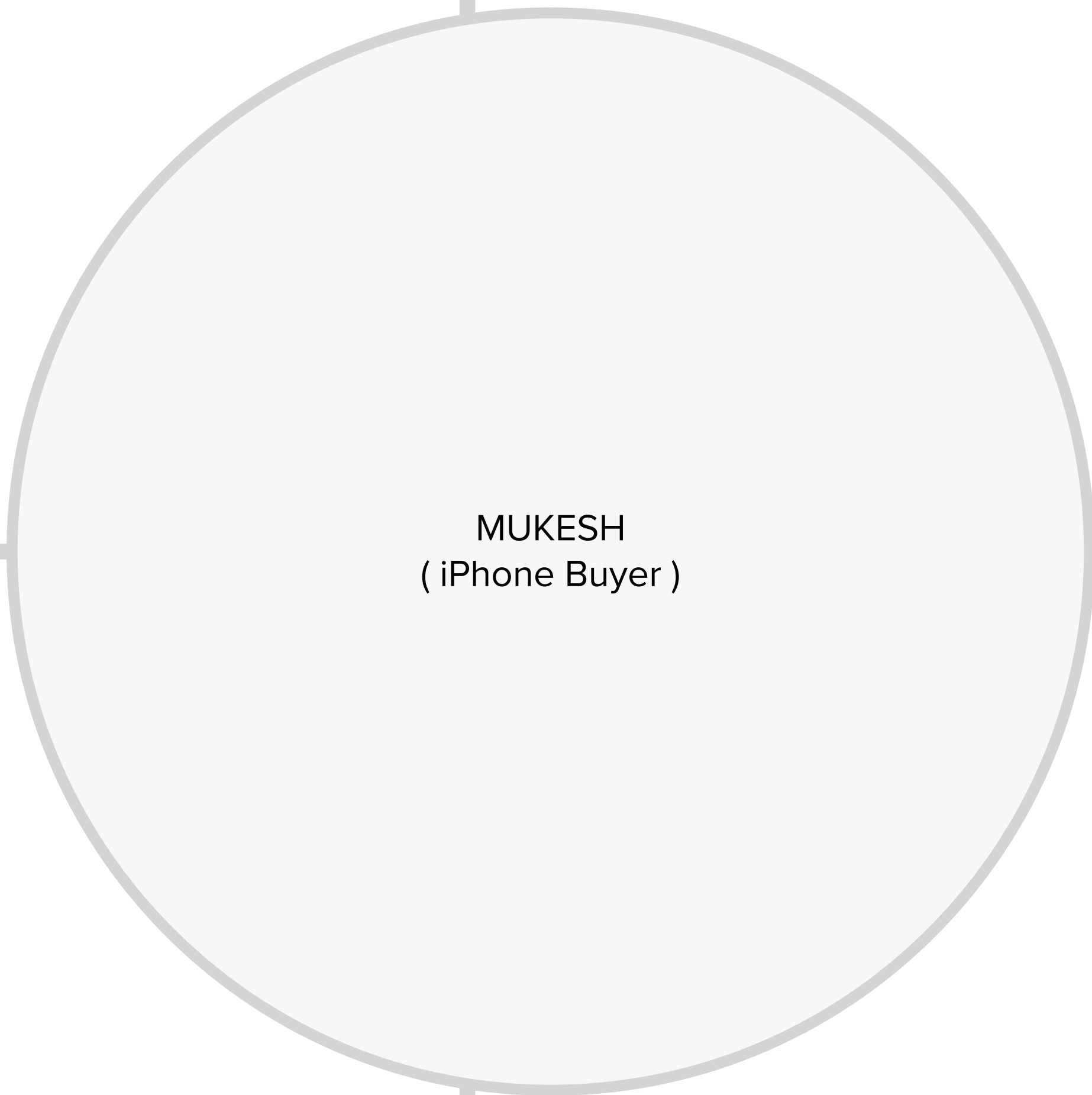
Says

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 want the latest iPhone model.

Is there a deal or discount available?

What are the key features of this iPhone?

Which color options do they have?

Can I trade in my old iPhone?

I need a phone with a good camera for photos.

I want to stay connected with the latest technology.

I want a phone that will last a long time.

I hope this iPhone meets my expectations.

Will it be worth the price?

Researches online reviews and comparisons.

Visits an Apple store or authorized retailer to see and touch the iPhone.

Checks for available financing or installment plans.

Talks to friends or family for recommendations.

May participate in online forums or social media groups for iPhone enthusiasts.

Proud to be part of the Apple ecosystem.

Anxious about the cost.

Satisfied if they find a good deal.

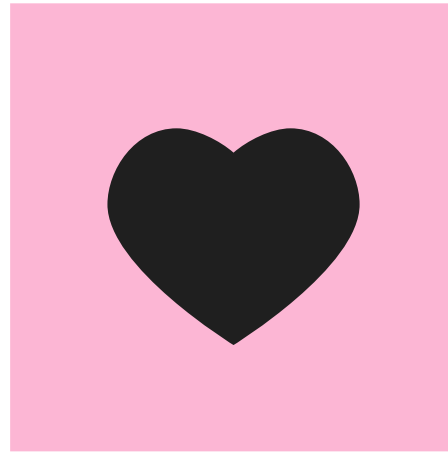
Excited about owning a new iPhone.

Confident when it means it meets their expectations.



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?