



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 use my
Iphone for
everything

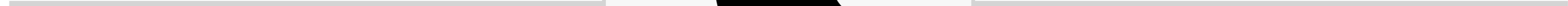
I hate when
my Iphone
battery dies. I
need to
charge it more
often.

I wonder
what new
features the
next iPhone
will have

It's so easy
to use and
has
everything
i need.

Maybe i
should buy
bank or a
wireless
charger

I hope my
iPhone is
secure and
protects my
privacy



Uses iPhone
for various
tasks and
activities
throughout
the day

Checks for
updates
and new
app
regurlarly

Happy and
satisfied with
the latest
innovations
and trends

Curious and
excited
about latest
innovations
and trends

Complains
about the
Iphone
drawbacks
and
limitations

Frustrated and
annoyed by
the iPhone
problems and
trrends



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?