



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?

safe
and
security

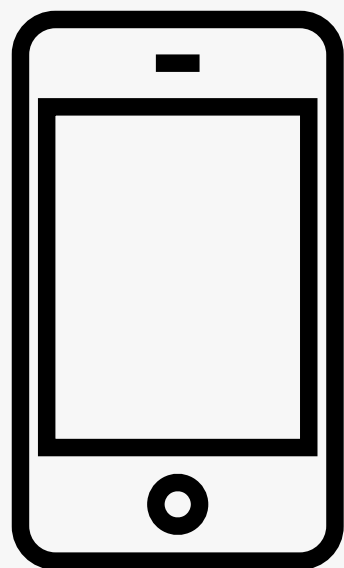
camera
quality

maintenance
of data are
good

to be
unique

innovative
hardware,
software and
services

To increase
the
production
to 25%



apple iphone impact

To
decrease
the rate of
the phone

To make the
sharing
process easier
to the other
brand mobiles

Some
apps
cannot be
used

To bring
many
different
colors

Charger not
given with
the phone

cannot
change the
batteries
easily



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?