



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?

Our products  
are available  
in online and  
offline.

Online  
payment  
facility  
available.

Further  
any issue,  
get back  
money.

High-Quality  
Display: The  
iphone's Retina  
display is one of  
the best in the  
market.

User-Friendly  
Interface: The  
iphone has an  
intuitive user  
interface that  
makes it easy to  
navigate.

Advanced  
Camera: iphone  
divces have some  
of the best  
cameras in the  
market.



Exchange offer  
given for with apple  
trade, you can get a  
great value in  
exchange for your  
old devises.

Make service  
provides in  
every single  
customer.

solving the  
issues of  
network  
problems.

More service  
providers,  
make more  
happy  
customers.

Improve the  
device  
performance.

Frequently  
given offers for  
each brands of  
iphones.



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?