



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?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

What behavior have we observed?
What can we imagine them doing?



The phones
Manufactured
domestically did not
meet Apple's quality
criteria and ended
up as waste or
recycled material.

VoiceOver is an
accessibility
feature in iOS
for users who
are blind or have
low-vision