



Says

What have we heard them say?  
What can we imagine them saying?

Gather direct quotes or comments from users about their experiences with Apple iPhones.. • Explore reviews, social media posts, and

What they Think and Feel:  
Users might think iPhones represent status and innovation.  
  
They may feel excited about owning one or frustrated due to its price.

- Determine the benefits users associate with iPhones, such as superior performance or the Apple ecosystem.
- Look into how iPhones improve their daily



Does

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

Identify challenges or pain points users face, like high costs or limited availability.  
  
• Understand frustrations related to software updates or repair services.

 See an example



Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

Explore what users hear about iPhones from friends, family, and colleagues.  
  
○ Investigate any rumors, news, or controversies surrounding Apple

Visualize the Apple brand, its stores, and products. . Consider advertisements, online content, and influencers promoting iPhones.

○ Look into how iPhones improve their daily lives.

What they Think and Feel:  
Users might think iPhones represent status and innovation.  
  
They may feel excited about owning one or frustrated due to its price.

Influencers and Decision-Making:  
  
Recognize the role of influencers and recommendations in users' decisions.



Feels

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