



Says



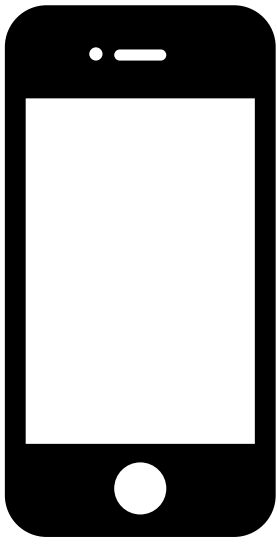
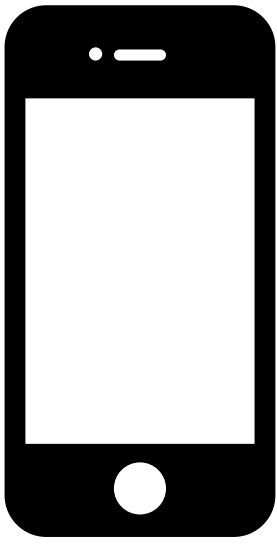
Thinks

What do you think

I want something reliable

What else iam missing

May be this isn't the best



I was expecting something different

I want something awesome



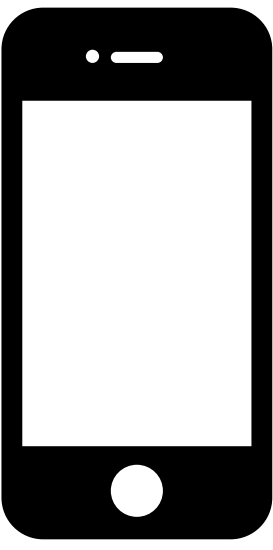
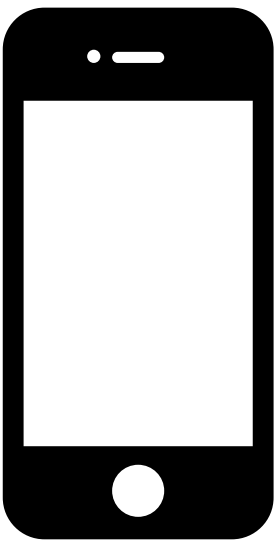
Apple iPhone Impact

What is the user ultimate goal

What are they trying to achieve

How is the user feeling about the experience

What really matters to them

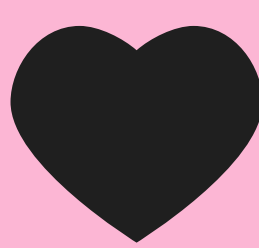


Compares the products

How the user acts



Does



Feels