



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?

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iphone use Apple's own iOS mobile operating system

iphone is a line of smartphones produced by Apple Inc.

The first-generation iphone was announced by then apple CEO Steve jobs on january 9, 2007.

Apple has annually released new iphone models and iOS updates

iPhone with a great design, screen, performance, and cameras that's far from a word thing at all

The iPhone 14 isn't a huge upgrade compared to its predecessor.

iPhone are generally much smoother, faster and have significantly better compared to android smart phones

iPhone can outperform flagship android devices thanks to apple manufactured hardware and system software

The iPhone is a smart phone made by apple that combines a computer

With apples free iCloud service, the iPhone shares data, music, photos and contacts

The iPhone is an ideal phone to use if you own other apple products such as mac computers,ipads and ipods

iPhones offers security features like facial or finger print authentication to protect your personal information.

iPhones camera are nicer, its slightly better with demanding games, and it has a couple of impressive safety features that you will never have to use

Siri is a fun assistent who can do a lot of things and discovering those things is an awesome feeling.

The iphone has been criticized for not giving its uses us many customization option or as much flexibility as android devices.

Compare to android devices apple phones offers better performance they are built to work faster and smoother.



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?