



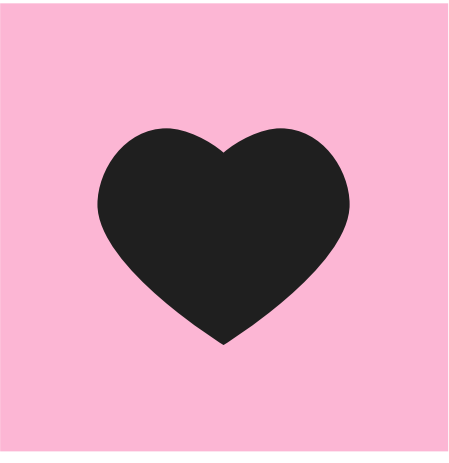
Says

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?



1. The iproducts is one of the most expensive smart systems on the market.

2. iPhone's are famous for their privacy and security systems.

3. Amazing software and hardware combined to create a remarkable and truly magical experience.

1. I bought into hype, fad and branding mentality and decided to give it a shot, thinking it must be some revolutionary phone that I will definitely get my money's worth for.

2. Why do iphone users feel they have the best phone

3. which is best Android or iphone.

1. The iPhone provides all these benefits with a seamless mix of laptop and smartphone functions.

2. It's easy to save your work so you can get back to it later.

3. Why do people with iPhones think they're better than everyone else?

2. Why do iPhone users field have the best phone?

3. The Researchers want to the iPhone's Retina display is one of the best in the market with the density of over 300ppi, pictures and videos appear clear and crisp.

1. People who want to achieve results and do tasks for which they bought a computer in the first place, get a technical programming knowledge or constantly troubleshooting.