



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?



The power
of touch.

Iphone has
revolutionized
gaming.

Peoples needs
and desires
building empathy
by helping people
love apple
products

Focus on both the
form and function
of the product nd
building simple
yet user- friendly
products.

Revolutionthat
came the only
people could
access the internet
was froma PC or
laptop

People have many
more options to
make the
connections they
need regardless of
location.

They make
their own
desicions.

Good
usability



Feels

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

