



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?



has improved its iPhones on multiple fronts including a slick hardware design, faster processor, better resolution displays and significantly improved camera modules.

The rate of innovation in the smartphone industry has slowed, with decreasing number of substantial improvements from one device to the next.

The biggest challenge for the company is to entice consumers to upgrade to new devices. And, this is not just an Apple problem; it is an industry issue at large.

The next set of innovations in smartphones is expected to be in the sensor space. Most importantly, sensors working in tandem.

The Apple Watch (the first device category launched by Apple in the post-Steve Jobs era) is all about "design" (like all first-generation Apple devices)

The company has invented a few innovative input methods for the Watch—a digital crown and force touch—to focus on the user interface (again, trademark of first-generation Apple devices).

A significant portion of Apple Watch's success depends on the creativity and rate of growth of third-party apps.

The watch does not have a camera, which is available in some Android-based smart watches. As the market of the product and other device-based apps have to wait for a generation or two.

But most importantly, Apple did not elaborate on a key user input method—voice.

The first iPod was heavy, expensive and was usable only through a Mac; the first iPhone did not have Bluetooth, message forwarding and various other hygiene features (available in mobile phones at that time), the original iPad was heavy and clunky.

Apple Watch, in its current avatar, is a nice-to-have accessory to an iPhone, but not a compelling stand-alone device.

However, there's a rule of thumb among Apple fans—when the company introduces a brand new category, do not buy 1.0—wait till the second or the third versions.