



**Says**  
What have we heard them say?  
What can we imagine them saying?

The user experience and design of iPhones are top-notch

I was expecting something different



**Thinks**  
What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

Owning an iPhone might improve my social image

Are iPhones really worth the high price in terms of features



more research through the internet

ask friends and nearby stores

excited to use new iphone models

overwhelmed to learn iphone marketing strategy



**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?