



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?

Apple's customer service is exceptional."

Android phones can't match the iPhone's performance

I want to upgrade To the latest iPhone model

Owning an iPhone signifies success and affluence

Apple's products are known for their premium quality

iPhones are expensive, but they offer a unique experience

I PHONE USERS

Explore Apple's ecosystem by using other Apple devices

Proud of owning an iPhone

Purchase iPhones for status and performance

Participate in online discussions about Apple products

Anxious about the high cost of iPhones, but willing to invest

Trust in Apple's brand and reputation



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?