



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?

It may become a craze to get an iphone because of its popularity.

It pays way for a portable gaming device.

Searches for better designs.

Do I really need an Iphone?

How much it will cost? Can I afford?

I can see a lot of people interested in getting an Iphone.



Iphone User

Being expansive drives the demand.

Its sensory experience created a desire to earn it.

It may masters our status around others.

Anxious about managing.

Friends have already chosen.

Overwhelmed by the amount of specifications.



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?