



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?

IPHONES ARE KNOWN FOR THIER PREMIUM BUILD QUALITY, USING HIGH QUALITY MATERIALS LIKE GLASS AND ALUMINUM

APPLE HAS CONSISTENTLY IMPROVED THE CAMERA QUALITY IN IPHONES , MAKING THEM POPULAR FOR PHOTOGRAPHY AND VIDEOGRAPHY

COMPARED TO ANDROID DEVICES APPLE IPHONES OFFER PERFORMANCE

The iPhone runs the iOS operating system, and in 2021 when the iPhone 13 was introduced, it offered up to 1 TB of storage and a 12-megapixel camera

IPHONES ARE COSTLY BECAUSE THAT'S FEATURES ARE EXCELLENT

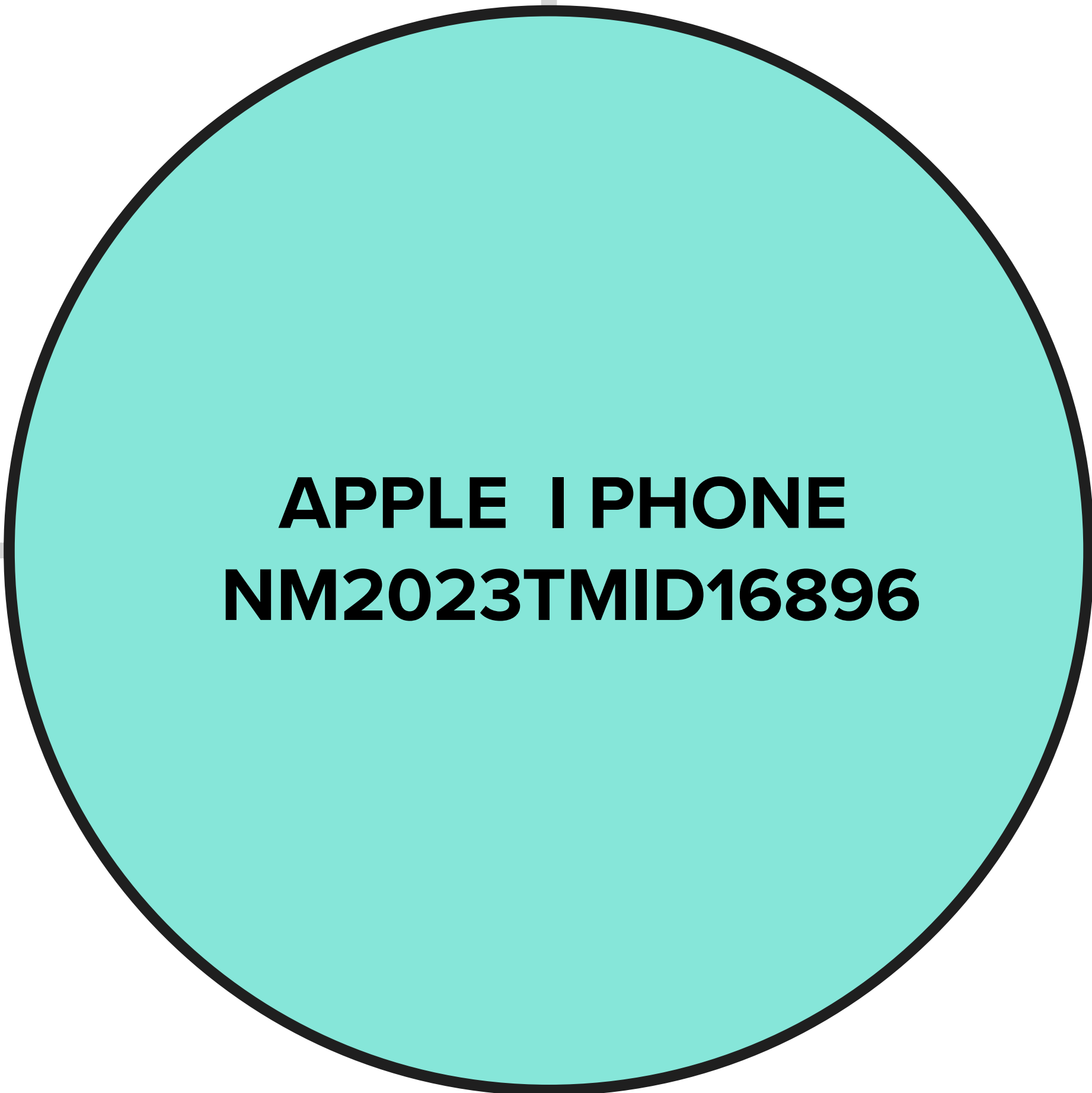
PRIVATE BROWSING COMPLETELY BLOCK KNOWN TRACKERS FROM LOADING ON PAGES VISITED

Apple's Plagship iPhone line-up which includes the iPhone 12, iPhone 12 Mini, iPhone 12 Pro, and iPhone 12 Pro Max are all IP68 certified dust and water-resistant.

IPHONES ARE VULNERABLE TO HACKING DESPITE BEING MORE SECURE THAN ANDROID DEVICES

The iPhone has an intuitive user interface that makes it easy to navigate.

Apple phones offer better performance. They are built to work faster and smoother.



IPHONE PRODUCTS ARE WELL - DESIGNED AND HIGH QUALITY

They offer security features like facial or fingerprint authentication to protect your personal information.

IPHONES ARE FAMOUS FOR THE PRIVACY AND SECURITY SYSTEM

Apple is a company that is known to put ease-of-use as the main goal when designing a product.

APPLE PRODUCTS ARE INNOVATIVE AND CUTTING EDGE

The iPhone does not support SD cards. There is no SD card slot on any iPhone.

iOS may be considered more secure, it's not impossible for cybercriminals to hit iPhones or iPads with malicious software.

in apple iphones , iOS is more robust than Android. It does not allow third-parties to download apps. McAfee recognizes iOS as more secure than Android.

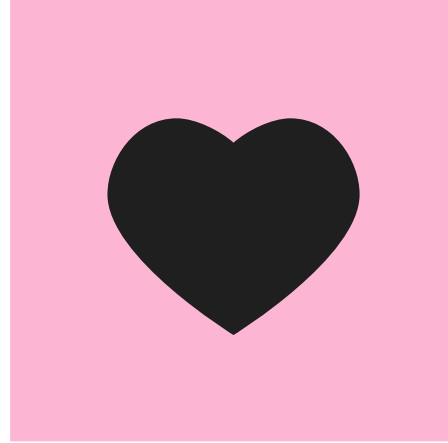
IPhones Are Overpriced. Apple increases the price of iPhones every year

The main disadvantage of iPhones is that the apps take up a huge amount of storage space that is considered unnecessary



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?