



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?



Sony A7 III
Sony Alpha
A7 III front
thumbnail
81Full frame

Sony ZV-1II
Sony ZV-1
Mark II front
thumbnail 67

Sony RX100 VII
Sony Cyber-
shot DSC-
RX100 VII front
thumbnail 641

As with any
good camera, I
should start by
talking about the
image quality of
the **Sony a7 IV**

Autofocus was
quick and
responsive while
photographing
using the rear
LCD

First and foremost,
high-end camera
equipment is **made
with high-quality
materials and
technology**, which
reflects in its price.

Adds the
function to
use Picture
Effectmodes.

Enables the use of
wireless High-
Speed
Synchronization
with applicable
external flash units.

Adds a digital level
gauge function
when using an
optional external
monitor such as the
CLM-V55Clip-on
LCD Monitor.

The Sony a7cR is a
pretty awesome
camera if you're not
doing serious work
with it. But I truly
wish Sony hadn't
limited it so

Sony's refreshed
ZV-1M2 camera
records up to
4K30p and makes
for amazing footage
with the touch of a
button.

The Sony A6700
camera was
compared to Canon
and Fujifilm rivals.
Learn more about
what a report thinks
that the camera lacks.



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?