



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?

What size is best?

What else am i missing?

What is best Apple's iphone for me?

What do you think?

I want something different in any brand iphone.

Where should I start?

APPLE'S
IPHONE
USER

Wire less charging compatible

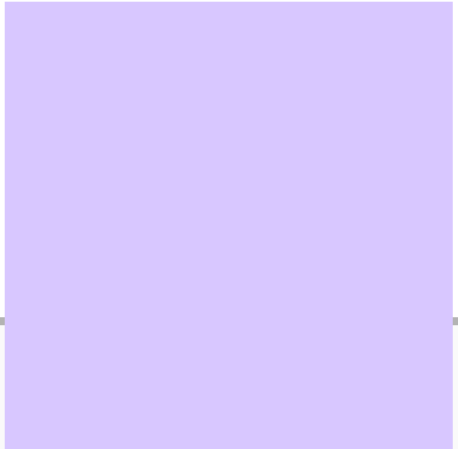
More research

List pros/cons

Awesome

Excited

Asks friends



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?