



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?

The camera quality in the iphone is amazing and it helps me to capture great moments.

I love the sleek design and premium feel of the iphone.

Curiosity about the latest iphone models and their special features.

Having an iphone means you're successful and fashionable.

Apple iphone are popular for their privacy and their security.

Iphone offers a better display.

The Iphone might be expensive but it is worth the investment for the features I got.

Using an iphone makes me feel connected to the global tech company.



Iphone user

People shares the pictures with it iphone on social media to expose its camera quality.

People often research and compare iphone models online before making a purchase.

Excitement about owning a iphone.

Feels pride in using a smartphone like apple.

vlphone user tries to keep iphone in good condition to maintain its value.

Visiting nearby apple stores to inquire about iphones models and prices.

Frustrates if they unable to afford the latest iphone model.

Satisfied with the performence and the features of iphones.



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?