



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?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?

See an example



"Apple products are too expensive for most people here."

"iPhones are a status symbol in India."

"iPhones have great camera quality and performance."

Many urban professionals own iPhones and use them prominently in social settings.

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

Some users prefer to buy older iPhone models to save money.

News covers debates on whether iPhones are overpriced for the Indian market.

Word-of-mouth recommendations about iPhone's quality and features.

High cost of iPhones limits accessibility to a wider population.

"Apple needs to consider more affordable pricing to capture a larger market share."

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"Owning an iPhone means you're successful and trendy."