



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?

Your phone's Caller ID can group these calls to save screen space and give you a summary of repeated calls,

when you have contact from multiple sources,

It's easy to see that you have received multiple calls from the same source within a short period of time.

The communication, playing games, watching movies, listening to music and more.

Apple says thank its carbon emission from manufacturing alone.

It helps Apple establish a stronger Presence in the country

It forms of functionality.

It stands for internet, individual, instruct Inform, and inspire.)

pick up an iPhone or log into an app and you can use

They are built to work faster and smoother.

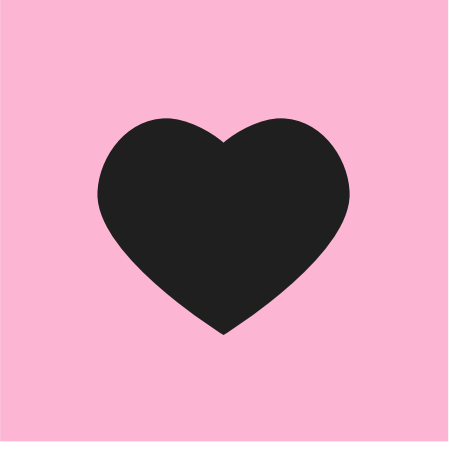
They make it intuitive and easy. I feel good.

They are put into use as the main goal when designing a Product.



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?