



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?

ios
version

mobiles

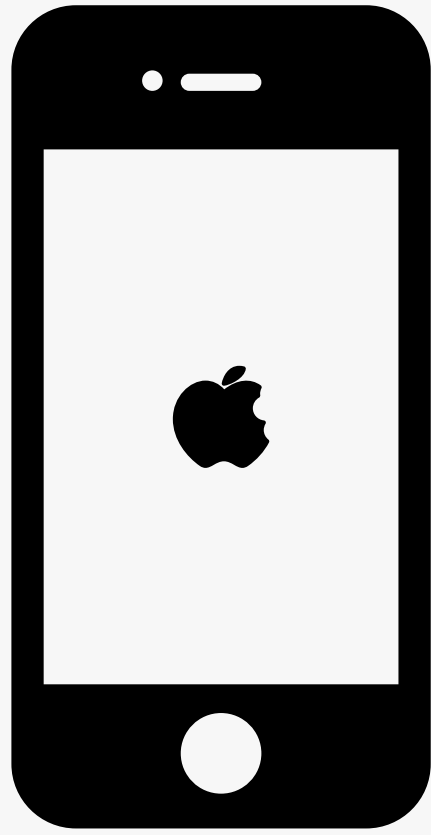
Can be
costly
than
others

iphone
15 plus

A17
BIONIC

more
upgrade in
the
processor

Best in
camera



RATHNESH
Short summary of
the iphone 15

High in
cost

Better in
camera

premium
look

Best for
vlog and
youtube
creator

Best in
camera

good
finishing



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?