



**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 is the best product to buy?

Has Best camera and display quality which apply iphone version.

I want a reliable phone.

I am expecting a quality product.

which brand best version in apple iphone.

which offers are available in apple iphone.

Comparing the facility of other iphone models.

Expecting a best iphone model.

Analying in apple iphone benefits.

Analysing apple iphone advantages and disadvantages.

Expecting various facilities.

Expecting a user-friendly model.



**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?