



Says

What have we heard them say?
What can we imagine them saying?

More security and Privacy

It's a Fantastic tools for staying in touch with others

Make it easy to reach the people



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

High degree of differentiation and control

Apple has always been about the users.

Apple ability to tightly integrate its hardware, software and service

Nandhini.S
Niruba.E
Nithya.R
Pavithra.G

No Bloatware Family sharing.

Easy to use

Third party App security

Highly optimized apps & better customer service.

Apple pay allows you to make payments in offline mode.

Combines a computer, digital camera and cellular phone



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?