



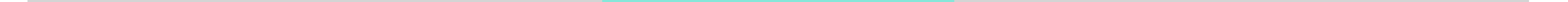
Says

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?



iPhones offer a premium status symbol

iPhones are too expensive for me

Developing for iOS provides better monetization

People with iPhones are spending extravagantly

Using an iPhone makes me feel part of a global tech trend.

iOS users are willing to pay for quality apps.

Shares iPhone content on social media, uses iOS_exclusive apps.

Compares features and prices, seeks alternatives.

Focus on iOS app development, optimizes for Apple guidelines.

Prond, connected, confident.

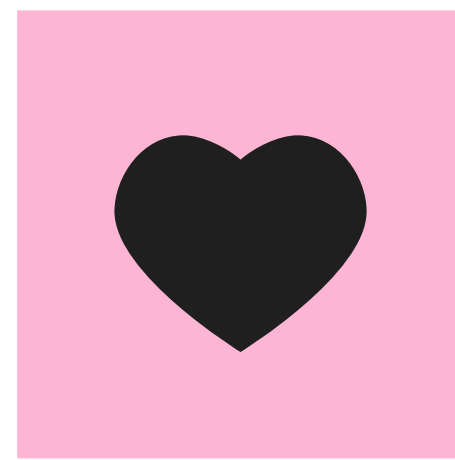
Envious, excluded.

Motivated, strategic.



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?