



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?

It is most popular phone and most recognisable brand.

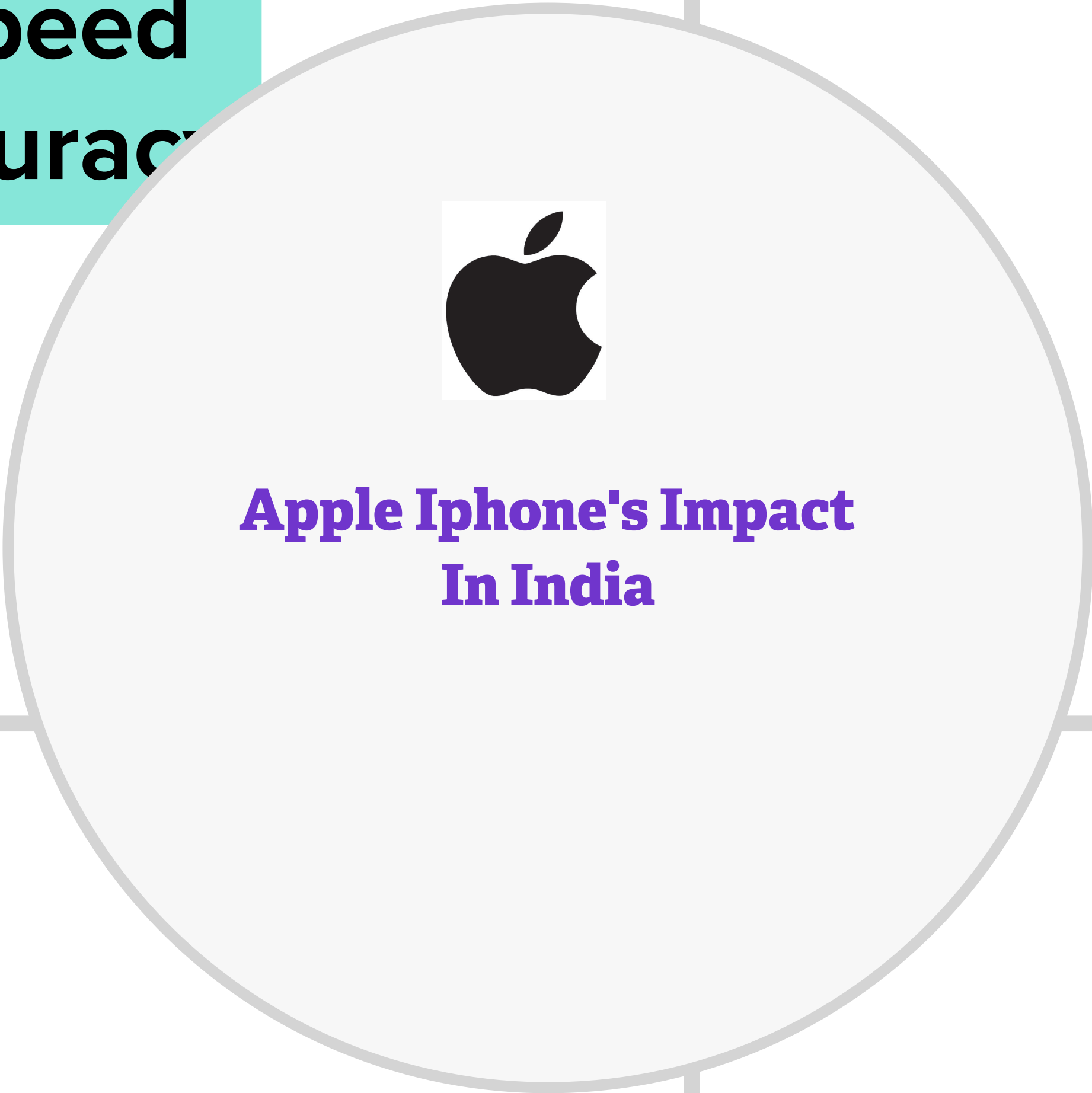
It tends to hold their value pretty well.

It was smart enough to position their phone as luxury item.

It is little bit costlier compared to Android

A rapid shift from desktop to mobile shopping for mobile customers

It has good camera quality ,good speed and accuracy



The Iphone transformed photography from a hobby to a part of everyday life.

The Iphone made Apple the world's most valuable company.

Revolutionized communications,playing games,watching movies.

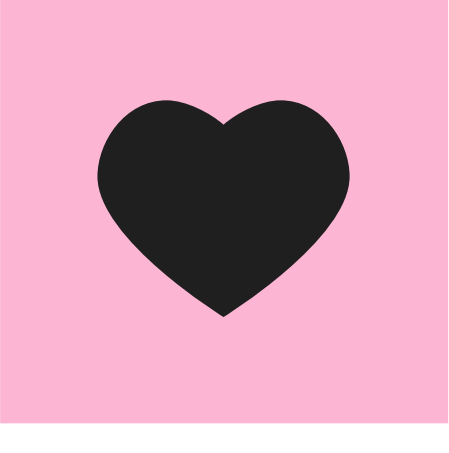
The Iphone apps changed everything even how people work.

Iphones are famous for our privacy and security system.

Happy,more,extroverted,more adventurous and make more money.



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?