



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?



Timely Os update

Quality better then other models

Better performance,compare to Androidmobile

Excellent internal storage

Iphone make it easy to reach the people important to you

It built to work faster and smoother

Increasing storage level

Excellent features and stability of the operating system over low

Want to buying charger with phone

Lack of customization

Entering areas of higher

Highly priced product



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?