



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?

"I love my iPhone because it's a status symbol"

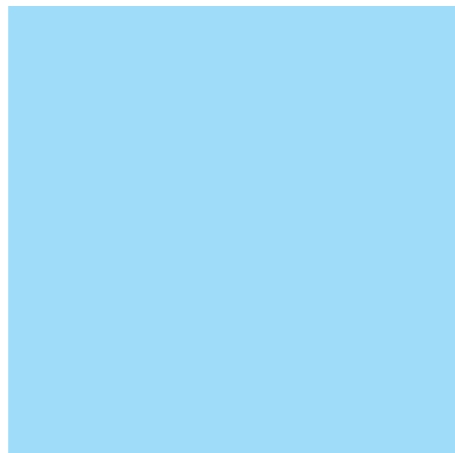
Why do people spend so much on iPhones when there are affordable alternatives?"

iPhones are overpriced; there are better options."

Having an iPhone makes me feel part of a global elite."



apple iphone



Proud, connected, and exclusive.

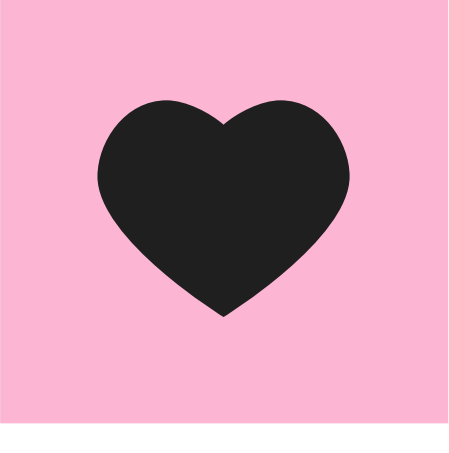
: Shows off their iPhone on social media, uses it for work and entertainment.

Frustrated, curious about the hype, and excluded.

Researches other smartphone brands, advocates for more affordable options.



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?