



Says

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

The feature will work very well for me

It looks branded high quality

IPHONE SPECIAL

It is more privacy and security compare to other smartphones

Iphone users tend to be less humble and more emotional

To flex to gain status in their social group



Thinks

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



Factors influences customer behaviour :  
Price  
Quality  
Product features  
Social influences

HOPES :  
It is more compatible device  
It really gives more satisfaction with high model.  
It is safe and secure compare to other phones.

NEEDS :  
Longer battery life  
shatter-proof glass screen  
expandable storage  
Improvement of face ID

DREAMS ;  
Iphones apps are almost always first and better looking  
We can drag and move multiple apps all at once

Reason Behind Apples Success

Wireless charging

Because thier insight of customer behaviour

Stereo speakers

The camera now records at 4k 60fps

The display is 2.7 inches bigger

It is IP68 water and dust resistant

FEARS ;  
Apple's iphone 11 pro "triggering "fear of holes  
For those unaware , "tryphobia" is the fear of cluster of small holes or pumbs

ANXIETY

The feature will use face scanning to find signs of depression and anxiety on the facesof iphone users.

MAIN REASON FOR USER'S FRUSTRATIONS ;  
We can't randomly download songs and enjoy them unlike in android

Once you forgot or loose your charger,you are dead, you need only your phone's charger  
There is no Bluetooth file transfer



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?



See an example