



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

iphone
stands
for it's
brand

iphone
gives
premium
look

iphones are
good with
their camera

It stands for
rich
internet
experience

iphones are
easily sync
with other
lproducts

It has user
friendly
interface

it has high
quality
display

most of the
people love
to use
iphones
nowadays



Does
What behavior have we observed?
What can we imagine them doing?



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

iphone is
good with it's
processores

iphone
serices
spread all
over india

iphone have
individual
operating
system

iphone best
in their
privacy and
security
system

iphones are
very
expensive

it's
accessories
are rare in
local market

file
transactions
are not
suitable for
other os

no
expandable
storage
system



Feels
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

