



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?

Using an iPhone makes feel part of a premium community.

iPhones are expensive compared to others smartphones.

The iPhone's data visualization apps helps understand complex information easily.

Impossible to imagine going back to a non-iPhone lifestyle.

iPhones might have better security and privacy features.

Everyone want a iPhone that reflects our status and style.

Uses various apps to stay connected and informed.

Takes advantage of the camera for capturing memories.

Pride in owning an iPhone .

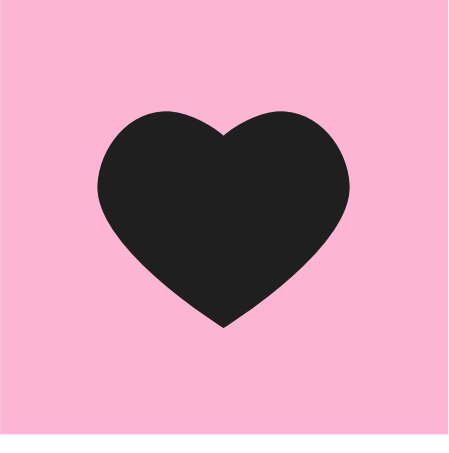
Love the convenience of having everything in one device.

Compares iPhone prices and features with other samrtphone brands.

Excited about new iPhone releases.



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?

