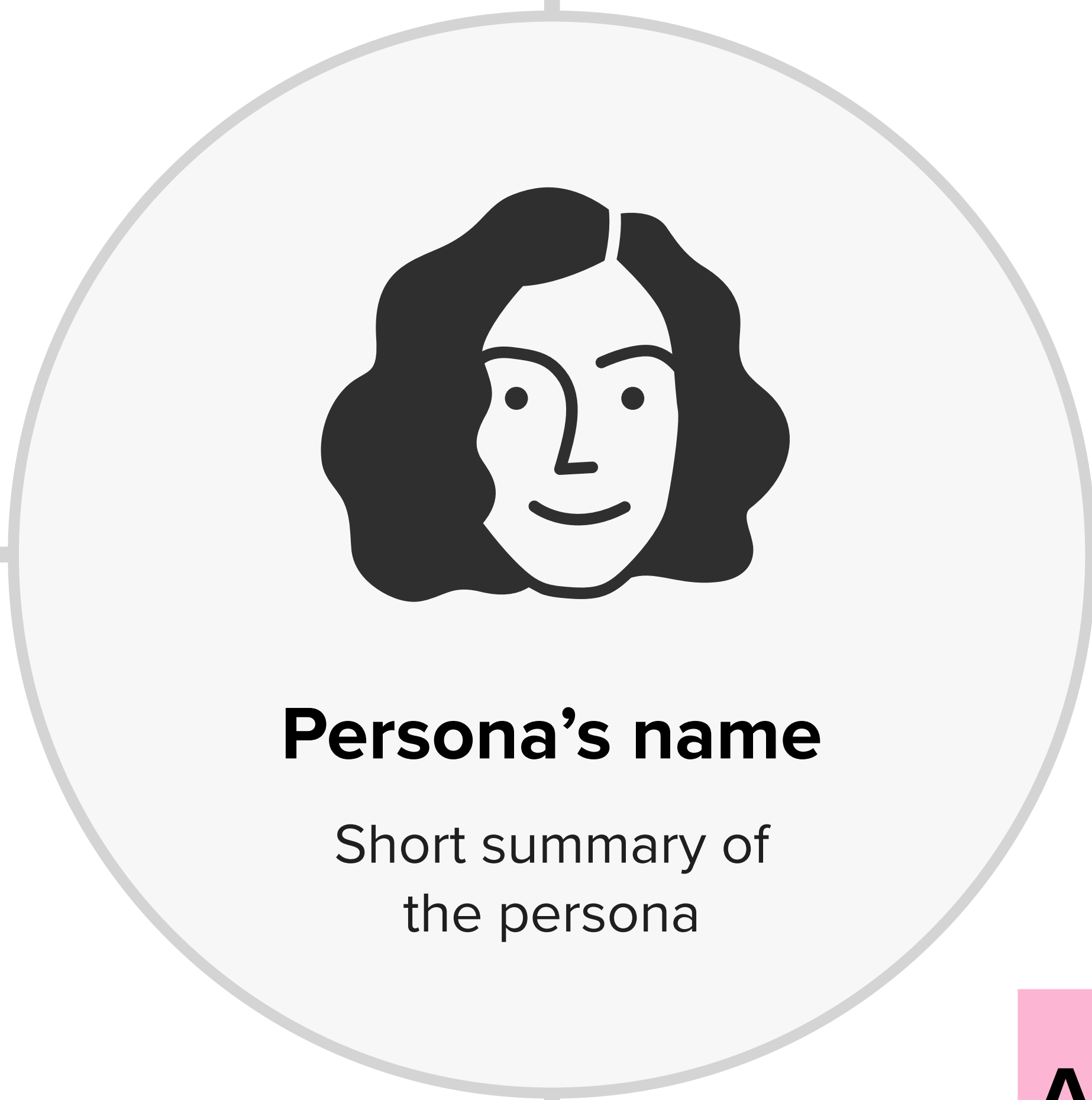




Says
What have we heard them say?
What can we imagine them saying?



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



iphones are based on mac OS

High quality camers

Software updates and security features

Calls, Texts and Emails,etc...
More applications in a single device

It is so expensive

Highly Priced Product

Iphone has so many useful Features

Information security

Combines a computer and cellur phone ito one device with a touchscreen interface

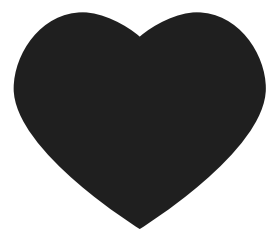
Apples ecosystem pushes every other companies to to build their own ecosystem in products.

Apple has the most loyal customers

Apple removed headphone jack and charger form box is the worst decision.



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?