Says

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

Better performance, compared to Android devices,Apple phones offer better performance. Easy to use timely OS update, the Apple Ecosystem.

In terms of functionality, Apple knows how to create a produce that's really easy to use. Iphone or log into an Imac and you can use it.

It makes up for ease of use. Almost all of Apple's products and software are designed in a way that almost anybody quickly understand.

Thinks

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

The Iphone has been criticized for not giving its users as many customization option so as much flexibility as Android devices

Mind map

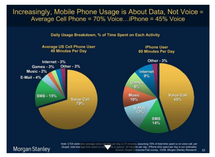
Iphone good for Students- Because, it an amazing battery life, which is always important to the modern student.

The Iphone even stops apps from tracking your activity online because of a limited OS and platform. Its messages and face time video calls are also end to end encrypted.

All in the family- You and yours family members can use family sharing to share apps purchases, your location and even a Health data.

Simplify your day- Learn how to use the apps on your Iphone to direct you to the places you go most often day for your morning coffee.

Stay connected- Iphone makes it easy to reach the people important to you.



Having a good camera with great sound amazing battery life better display face recognition is also Amazing even in dark. Iphone 13 is the best Iphone for most people.

In addition among those surveyed who expereinced security breaches, 75% of IOS users said that they were able to fully recover their data.

It can do a lot of things for users.

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