



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?



apple ecosystem integration

better resale opportunities

better retail support

less bloatware

quicker software updates

iphone is also a smartphone

expectional camera and design

iphone updates are frequent

iphone is powered by apple designed processors

iphone hold their value better and can be resold easily for a good price

apple stores on the high street

apple's continuity features makes using all their products simple and convenient



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?