



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?

WHAT
ADVANCED
FEATURES
ARE
AVAILABLE

DOES IT
HAVE A
UNIQUE
OPERATING
SYSTEM

DOES IT
MAINTAIN
PRIVACY

COMPARE
THE PRICE
THROUGH
WEBSITES

IS
INSTALLMENTS
AVAILABLE
BRING
STORMING

LOOKS
ATTRACTIVE

IREVOLUTION:
EXPLORATION
OF APPLE'S
IPHONE IMPACT
IN INDIA

ENSURES
THAT
IPHONE WAS
HIGHLY
FUNCTIONAL

CAPABLE OF
PRODUCING A
RICH MOBILE
INTERNET
BROWSING
EXPERIENCE

ENSURES THAT
TECHNOLOGY
PLAYS A STRONG
SUPPORTING ROLE
TO APPLICATIONS
AND COINTENT

RATE IS
TOO HIGH

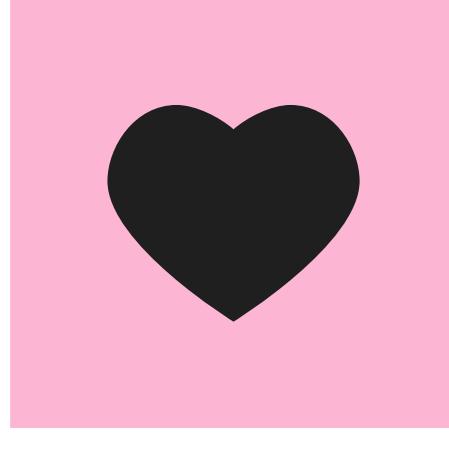
SAFETY
MEASURES ARE
HIGH FOR
HANDLING
SECURED
DETAILS

INCREASES
THE
INDIVIDUAL
STATUS



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