



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?

I love how intuitive the iPhone's user interface is.

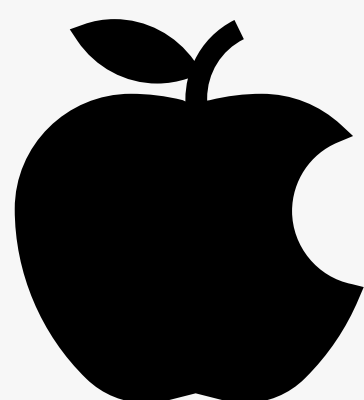
I want to upgrade to the latest model for better features

The camera quality on the latest iPhone is amazing.

I wish they would improve battery life.

I'm concerned about data privacy with Apple.

I hope the next iPhone has more customization options.



iRevolution

Regularly checks for software updates.

Uses iPhone for work and personal communication.

Excited about the prospect of getting a new iPhone.

Shops for iPhone accessories and apps in the App Store.

Frustrated when dealing with software bugs or glitches.

Happy when discovering useful apps and features.



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?