



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?

iphone users are steal unique perspective of apple iphones in India

Better in high privacy security

Apple iphone brand makes the iphone in expensive price

A triple camera setup featuring a 48 megapixel is considered as the best feature

Vishnu priya
Team leader

Apple iphones are reduced in memory capacity

Very comfortable with modern lifestyle

lacking in battery performance

Not as good as in customer service



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?