



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?

The iPhone has a fantastic camera quality and it captures are stunning.

The iPhone is a reliable and durable device.

iPhones have a reputation for strong security features.

Users often feel satisfied with the smooth performance.

iPhones are quite expensive.

The iPhone ecosystem makes it convenient to switch between Apple devices.



It does everything that other phones, but it has smooth interface than others

iPhones are known for their robust security features.

iPhone users feel confident about the measures in place

Some apps and games are developed exclusively for iOS.

Some users feel a sense of pride in owning an iPhone

Users might feel frustrated with limitations



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?