



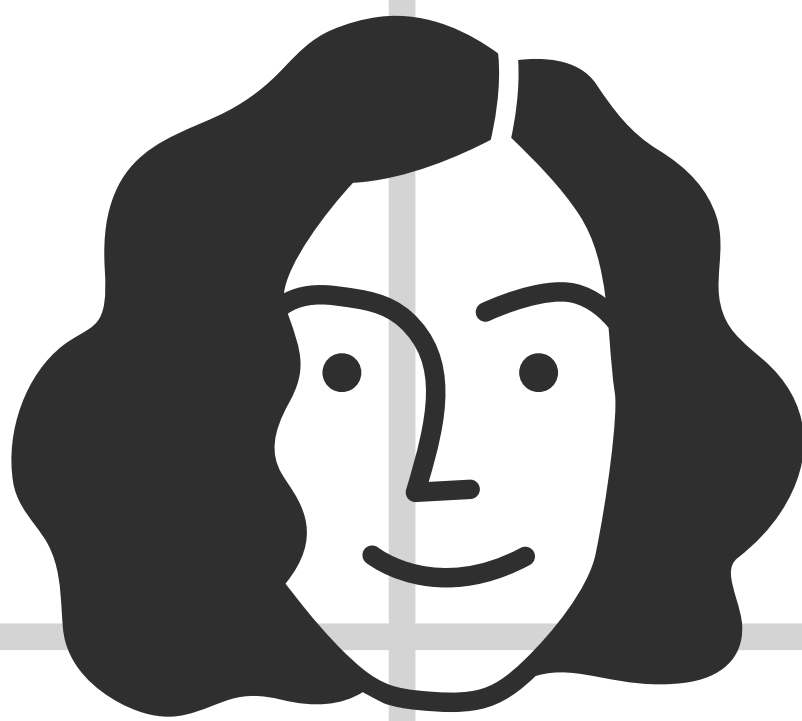
Says

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?



A DATA Driven
exploration of
apple's iphone
impact in india



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?

THE APPS ON
YOUR IPHONE
TO GET
DISRECTION
MAKE
PURCHASES

THE IPHONE
CONTROL
ACCESSORIES
IN YOURHOME

You can also silence
notifications while
you're driving or
working, or allow
only specific
notifications related
to what

It's a fantastic
tool for staying
in touch with
others,
especially
friends

. By having an
iPhone, a high
school or college
student will be able
to use iMessage to
keep in touch with
friends and family

iPhone is a line of
smartphones
produced by Apple
Inc. that use Apple's
own iOS mobile
operating system.

Customize
AssistiveTouch
gestures. ...
Swipe to type. ...
Create text
replacements

The iPhone even
stops apps from
tracking your
activity online
because of a limited
OS and platform.

iOS devices
have the upper
hand when it
comes to
cybersecurity

In terms of
functionality,
Apple knows
how to create a
product that's
really easy to use

If flexibility or
apps are
important, go
for an
Android.

Pick up an iPhone or log
into an iMac and you can
use it without struggling
to work out its features.
Apple is a company that
is known to put ease-of-
use as the main goal
when designing a
product.