



Says

What have we heard them say?
What can we imagine them saying?

I Don't understand this feature

I will share this with my friends

The feature will work very well for me



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

How do I Use this feature

I spend too much time on this iphone

Does the app store my previous data



i Revolution:A Data -driven exploration of apple's i phone impact in india

Update the application

look at feature on other devices

changes access to the internet(wi-fi)

worried; How does the app affect battery performance

I will been waiting for this feature for a long time

Curious;What other features came with the update



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