



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?



Apple's brand promise is two-sided—their guarantee to create products based on seeing the world a little differently, and their promise to inspire their customers to do the same.

The iPhone 15 Ultra is also rumored to get a periscope-style telephoto camera, which would not be available on the regular iPhone 15 Pro. Having a periscope camera allows for a higher optical zoom range, similar to the Samsung Galaxy S23 Ultra

Apple is perhaps the only smartphone in the world, whose launch every year creates a worldwide buzz

Iphone deeply create a impact in all over the world

Analysts say that India's large population and maturing economy is ideally situated for Apple to make inroads by increasing marketing efforts and offering retail in the country.

India is the largest market that the iPhone hasn't fully cracked, meaning it is critical for sales growth



Iphone impacts

The iPhone has an intuitive user interface that makes it easy to navigate. The touch screen interface is easy to use, and the iPhone’s smooth operating system is simple to learn and use.

The iPhone is one of the most expensive smartphones on the market. High-end models can cost over \$1000, which makes it a luxury item for many people.

iPhone devices have some of the best cameras in the market. They have been known to produce stunning images and videos of the highest quality. They also come with image stabilization features that help reduce blur and take better pictures in low light.

The iPhone’s Retina display is one of the best in the market. With a density of over 300ppi, pictures and videos appear clear and crisp. This high-quality display is perfect for streaming TV shows, movies, and graphic-intensive games.

The iPhone is known to be fragile and prone to breaking if dropped. Many users have reported cracking or shattering their screens after accidentally dropping their devices.

The iPhone’s batteries are non-removable, which means that users cannot replace them. This can be a disadvantage for people who rely heavily on their phones and have to replace them regularly.



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?

