



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?

iphones
offer more
security and
privacy.

The need
of the
iphone is a
social one.

At the end of Q2 2023,
Apple registered a 61.1%
growth year-on-year,
which now gives it
around 5.5% shared of
India's smartphone
market.

Take great
photos and
videos.

Apple iphones have
builtin privacy and
security features to
prevent others from
accessing your
data.

Apple focused
on **relieving
purchasing
anxiety.**



IRevaluation

A Data-Driven
Exploration Of Apple's
IPhone Impact In India

Apple iphones
connecting its
products to a
desirable lifestyle
and indicating
personal
characteristics.

'TRYPOPHOBIA'
is the fear of
clusters of small
holes or bumps.

Apples also uses
cognitive biases
to influence
consumer
behaviour.

The biggest
problem with
iphone is **the
durability of
the device.**

The iphones
enables you to
take advantage
of online
services.

Empower
everyone with
generative AI.



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](#)