



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?

What are the  
key  
statements

What are the  
thoughts  
and  
perception

opinions, or  
data points  
related to  
iPhone's  
impact in India

Gather  
quantitative  
and  
qualitative  
data.

Indian  
consumers,  
tech  
enthusiast

experts  
about  
iPhones in  
India

IPHONE IMPACT IN INDIA

What  
emotions are  
associated  
with iPhones  
in India

What actions  
do people  
take regarding  
iPhones in  
India

Are they  
buying,  
selling, or  
engaging

the product  
in  
any specfic  
way

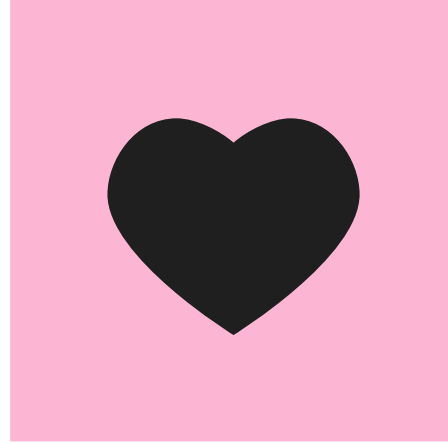
Are people  
excited,  
frustrated, or  
indifferent

Capture  
sentiments  
from data



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?