



Says

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

Iphone is a smartphone made by Apple that combines a computers,ipod,digital camera and cellular phone into one device with a touchscreen interface.

The iphone's design and features are unparlleled.

The iphone runs the iOS operating system,and it offered up to 1 TB of storage and a 12-megapixel camera.



Thinks

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

Owning an iphone connects us to a global community of users.

The iphone's premium price is worth it for the experience it provides.

When it comes to manufacturing quality products or timely deliveries of orders,India still has its struggles.



TEAM 2

Excited about new iphone releases and the anticipation of their innovative features.

Iphones are connected to a larger world so,the technology in our hands

Curiosity to understand the social and economic impact of iphones in India.



Does

What behavior have we observed?
What can we imagine them doing?

Uses Apple Pay and digital wallet apps for convenient and secure transactions in digital payments

Regularly checks tech news and forums for updates about the latest iphone models.

Relies on a wide range of apps for social networking, productivity, entertainment and shopping.



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?