



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?



India could echo the role china has played in Apple's business for the last 15 years

Apple targeting manufacturing 25% of all of its iPhones in india

Apple has its eye on an India expansion since at least 2016

Apple has less than 5% of the smartphone market share in India

Apple has been looking to diversity production away from china

Last year Apple has began assembling its flagship iphone14 in india

The iPhone put the internet in everyone's pocket

The iPhone transformed photography from a hobby to a part of everyday life

Apple nearly doubled its revenue in india

The iPhone store changed the way software was created and distributed

The world inequality rreport 2022 showed that the bottom 50% of India.

Indians have invariable favoured phones listed in the affordable segment.



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?