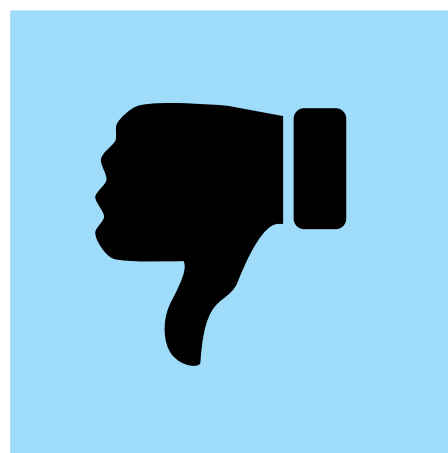




Says

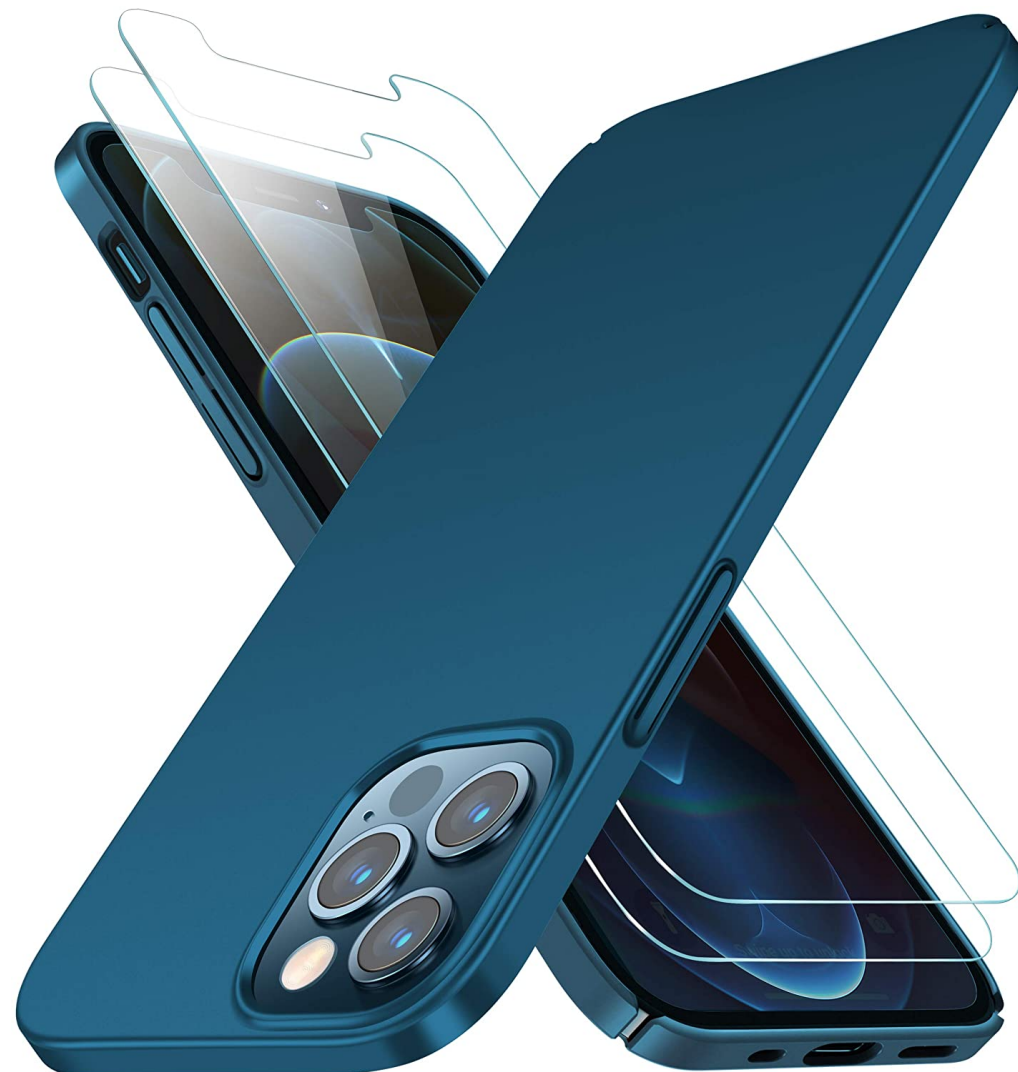
What have we heard them say?  
What can we imagine them saying?

DIS ADVANTAGES



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

Thinness  
makes apple  
iPhone possible  
to carry the  
phone



SECURITY:

iPhone has various hardware, software and chip-level implementation that keeps intruders, CYBERATTACKERS and other threat actors away. iOS is more secure than android in many ways making it preferred by millions of users

OVER PRICED :

The most talked about disadvantage of the iPhone is undoubtedly the high price tag associated with Apple's products



show off  
became more  
important  
than security

VERY DIFFICULT TO  
INSTALL APP OUTSIDE  
THE APP STORE :

While the App store provides iPhone users a good experience with an organized and categorized masterprice,it's so restictive

INTEERNAL STORAGE  
SIZE LIMITATION:

The iPhone model with 64GB of storage sits at a lower price but can't be expanded and may fill up quickly

iRevolution:  
Apple's iPhone  
impact  
in india

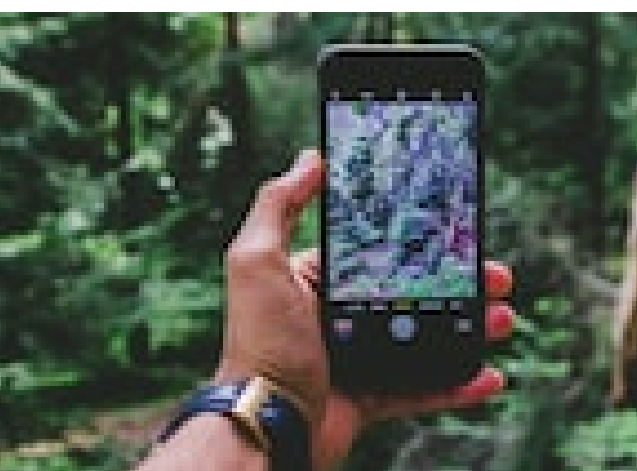
VERY SECURE:

Due to Apple's closed eco system keeping users safe from digital intrusion is much easier



AMAZING  
CAMERA QUALITY :

Lenses and sensors are the two most essential components in a good camera phone. An iPhone typically has better lenses and higher than an Android phone



SMOOTH AND INTUITIVE UI :  
(USER INTERFACE)

Another reason the iPhone has remained popular is the straight forward and user-friendly interface one of the selling points among fans of Apple's smartphones is the simplicity of the ios interface

- Supports the creative industry
- 2,000,000 Jobs created across all over states
- Better performance
- third-party app security
- No bloatware
- apple Carplay

BEAUTIFUL  
DESIGN :

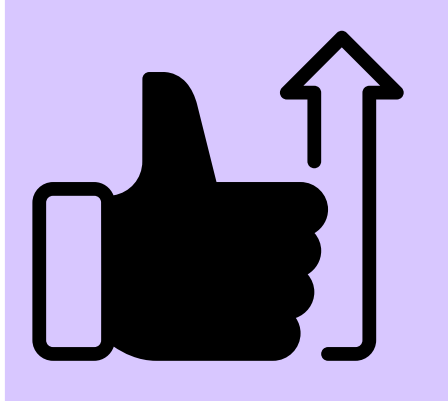
Another reason for people go for iPhone is definitely visual esthetic

SOFTWARE  
UPDATES :

Fast software updates for many years. the biggest advantage iOS has overs Android is its software updates

ADVANTAGES

What are the special features only in iPhone?  
What can we imagine them doing?



Feels

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

