



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?



Irevolution:A data driven exploration of Apple;s iphone impact in india



apple
iphone
plays a vital
role in india

The first
generation iphone
was announced by
done apple CEO
Steve Jobs on
january 9, 2007.

In india,iphone are
assembled by several
apple
suppliers,including
Foxconn,it currently
accounts for 5% of
total iphone
production.

High
quality
display

Advanced
camera

Easy to
use,more
security and
privacy.

searching
for
information.

Reading books
online,chats
with others
and sharing
the location.

playing
online
games.

I feel good
whan I am
using
iphone's
apps.

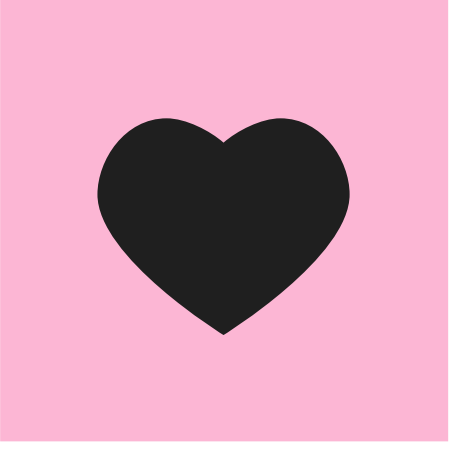
iphone is
better than
Android

it have
water proof
with long
lasting.



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?