



Says

What have we heard them say?
What can we learn from their words?

Secret development of the iphone

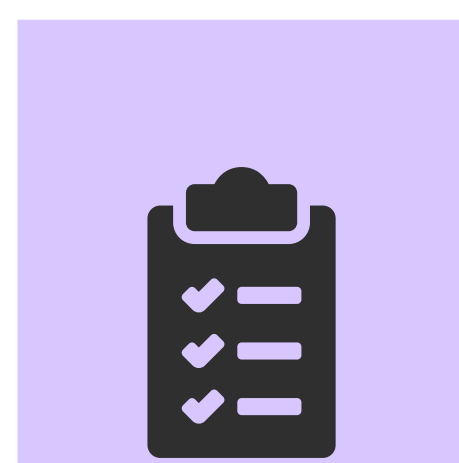
- The iphone was actually the second apple device to use the name. The first was the aqpple iphone ,a web appliance released in 1999 that was discontinued after two years

- Did you know the iphone was introused to the world in 2007 at the same event where first general ipod nano was unveiled? The event was the most significant product launch in apple history.

All In one

- Your calls, texts, emails, photos, vedios, music, calculators, maps, GPS. games, and more are now in a single device.

- The most significant development since the iphones invention is the abillity to keep everything in one place.



Does

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

Irevolution: A data driven explanation of apples iphone impact in india

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



Thinks

A nostalgic look at the iphone

- if we want to fully understand the invention of the iphone ,we have to go back liuttle further to 1998 . steve jobs was aspples CEO and had just returned to the companyt after being fired 10 years eariler.

- we had an attempt by apple to create an internet conn ected device in the form of the iMac. it was a colorful desktop computer with a built in modem for interent connectivity.

The power of touch

- The iphone has changed our lives in ways we couldn't even imagine when it was introduced from the every beginning.

- this made it easy to use and allowed them to focus on what they wanted to do instead of worrying about pressing the right button.

Feels

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

