



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?

More  
secure

Symbol  
of  
status

No  
Bloatware

Easy to  
use and  
features

More  
secure and  
Privacy

Might  
be  
worth



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IREVOLUTION; A DATA-DRIVEN  
EXPLORATION OF APPLE'S  
IPHONE IMPACT IN INDIA

Hold its  
value

Having more  
features than  
other  
mobiles

Secure  
the  
Informations

Easy  
to  
communicate

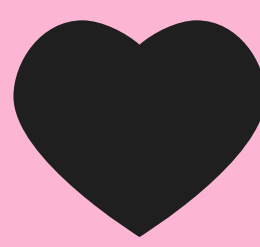
More  
Attractive

Look  
Luxurious



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?