

Says

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

Supporting older iPhone versions can be troublesome and time-consuming limiting our ability to innovate."

Customers might switch to other carriers if they can't use their iPhones efficiently."

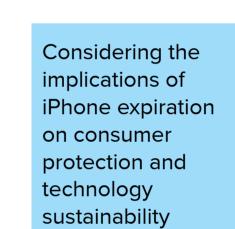
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What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?





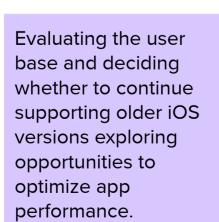


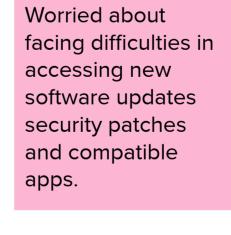


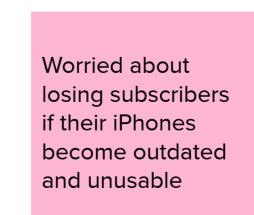
IPHONE CUSTOMER



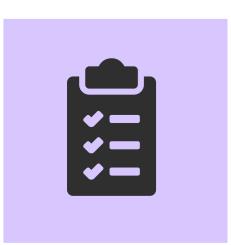
Engaging with Apple to discuss consumer concerns exploring legislations or regulations that promote device longevity and consumer rights.







Anxious about customer loyalty and their ability to provide after-sales support for older iPhone models.



Does

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





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

