



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?

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."

Apple's focus on newer iPhone models is a double-edged sword. While it allows them to stay at the forefront of technology, it also means they are leaving a significant portion of their user base behind. This could lead to a loss of market share and revenue in the long run.

Assessing the implications of iPhone expiration on app development and compatibility.

Analyzing the potential impact of iPhone expiration on user retention and customer satisfaction.

Considering the implications of iPhone expiration on consumer protection and technology sustainability



IPHONE CUSTOMER

Offering alternative devices and attractive deals on newer iPhone models communicating with Apple to address concerns and find viable solutions.

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

Evaluating the user base and deciding whether to continue supporting older iOS versions exploring opportunities to optimize app performance.

Worried about facing difficulties in accessing new software updates security patches and compatible apps.

Worried about losing subscribers if their iPhones become outdated and unusable

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?



Feels

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