



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?



India is now one of Apple's top 5 iPhone markets for the first time.

Powerful, Beautiful, Durable, 5 G connectivity.

On January 9,2007,Steve Jobs announced the first iPhone at the Mac world convention, receiving substantial media attention.

Indian states iPhone usage percentage;Delhi 18%, Bangalore 11%,Mumbai 10%.

The iPhone is that it has no expandable storage options.

The iPhone has changed the way we communicate people used to talk face-to-face write letters, send mails ,post pictures.

Since the iPhone launch larger screen sizes, video recording, water proofing many accessibility features.

The iPhone was the first mobile phone to use multi-touch technology.

Any Health app data you choose to share will be encrypted and stored by Apple on a dedicated server.

The latest iPhone are mostly made in China, but rely on components fro all over the world.

As with many smartphones, you can use it to make and receive calls , watch movies,listen to music, receive email and text message.

The iPhone is a smartphone made by Apple that combines a computer, iPod, digital camera and cellular phone into one device with a touchscreen interface.



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?