



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?

**Operating System:** Apple's iOS and macOS operating systems are widely used and have their own unique features. People discuss the user experience, updates, and compatibility with different devices.

**People have various thoughts about Apple, the technology company. Some people admire Apple for its sleek and innovative products, such as the iPhone, iPad, and MacBook.**

They appreciate the user-friendly interface, high-quality design, and seamless integration between devices. These individuals often view Apple as a symbol of prestige and status.

Overall, opinions about Apple can vary greatly depending on personal preferences, experiences with their products, and individual values regarding technology.

**Design:** Apple products are known for their sleek and minimalist design aesthetics

**Pricing:** Apple products are generally considered premium-priced compared to other brands in the market.



**IRevolution**  
IRevolution: A Data-Driven Exploration Of Apple's iPhone Impact In India

**They often praise the quality and reliability of Apple devices, as well as the extensive app ecosystem and customer support.**

On the other hand, there are also individuals who criticize Apple for its high prices, perceived lack of innovation in recent years, and closed ecosystem.

People have varying opinions about Apple. Some people are loyal fans and enthusiasts who appreciate the sleek design, user-friendly interface, and seamless integration of Apple products.

Additionally, iPhones also offer features like GPS navigation, digital wallet functionality (Apple Pay), health tracking capabilities (Health app), and integration with other Apple devices and services.

It allows users to make phone calls, send text messages, access the internet, take photos and videos, listen to music, play games, use various applications (apps), and perform tasks like email management, document editing, and more.

**The main purpose of an iPhone is to serve as a mobile device that combines various functions such as communication, internet browsing, multimedia entertainment, and productivity tools.**



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?