



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?

We need to gather comprehensive data on iPhone sales and market share in India

Let's interview Apple retailers and authorized service providers to understand their perspective

Are there regional variations in iPhone usage and preferences across India?

What are the main challenges and opportunities for Apple in India?

We should reach out to Indian consumers who use iPhones and get their insights

What insights can we gain from comparing iPhone sales to other Smartphone brands in India?

I'm conducting a data-driven exploration of Apple's iPhone impact in India

It's essential to engage with local experts and analysts who can provide valuable insights

What are the key metrics and data sources to track iPhone sales and market penetration in India?

How do Apple's marketing and pricing strategies affect iPhone adoption in the Indian market?



I PHONE CONSUMERS

Administer surveys to iPhone users in India to gather insights into their preferences and experiences

Collect and analyze data from various sources, including market reports, surveys, and Apple's official data

They are willing to accept unexpected findings and adapt their approach accordingly

Thsy feel the need to meticulously analyze data to draw meaningful conclusions

Conduct in depth interviews with Apple retailers and service providers in India

The team is eager to discover the true impact of Apple's iPhones in India

collaborate with local experts and analysts to gain a deeper understanding of the Indian Smartphone market

Collect the analyze sales data from various sources, including Apple's official reports, market research firms, and retail partners

They are aware of the importance of their research in shaping business strategies

They want to understand the perspectives of both consumers and business partners



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?