



Says

Thinks



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

Smartphone
made by apple
that combines
a computer

Video call
people using
this phone and
also manage



Its useful for
students and
employee

Sending email
and documents
etc.....



Enables you to
take
advantage of
online services

Students with
their studies



working project with my team

A data-driven exploration
of apple's iphone impact in
india

Combines a
computer,
ipad,digital
camera and
cellular

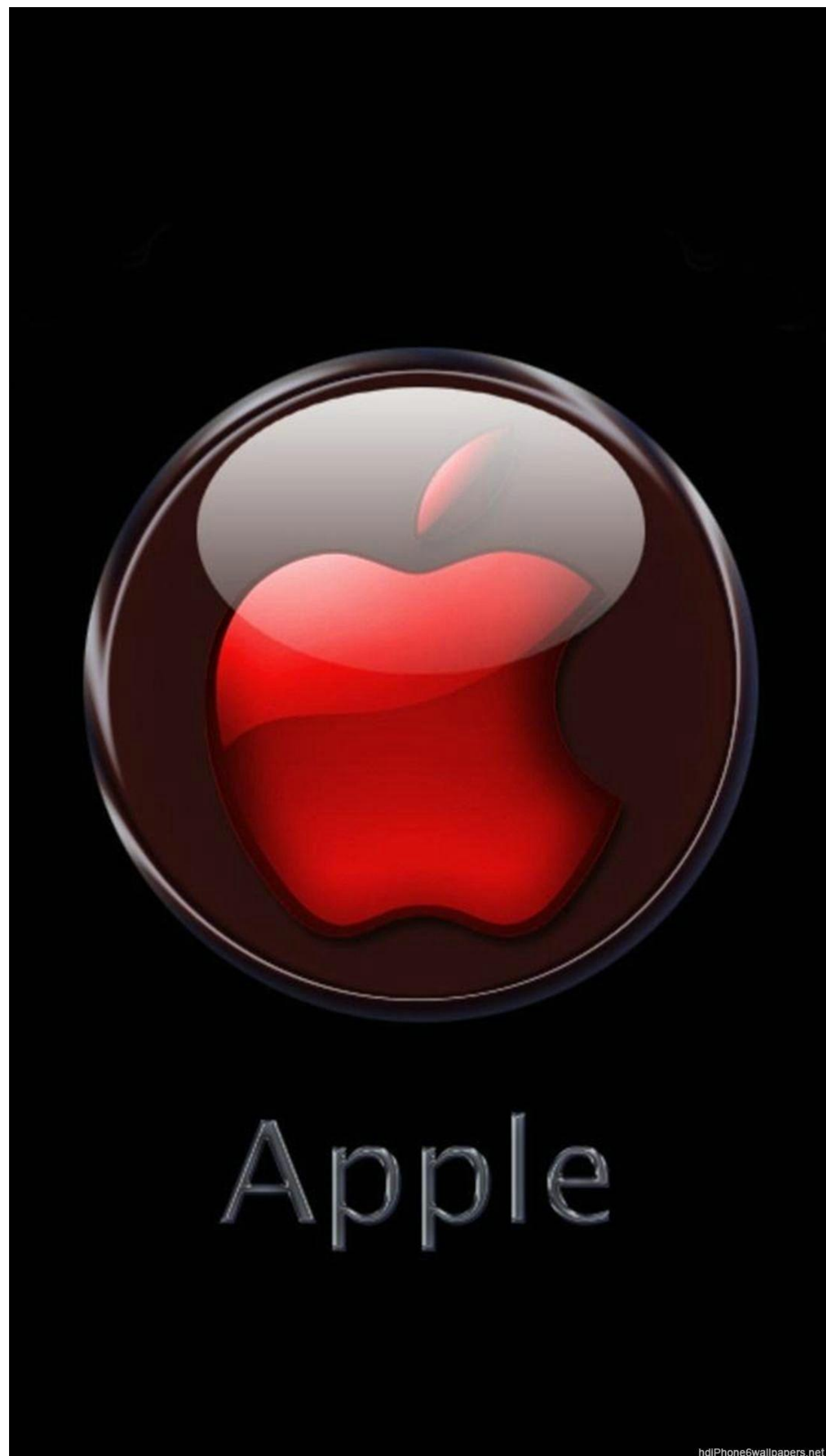
This was a
great
purchase

existed

More
research



Checks the
website and
postpones big
decisions



Annoyed
can't get any
answers on
the site



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?

