



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?

Apple smart  
phone  
began in  
2004

First mobile  
phone to use  
multi-touch  
technology

The logo  
of iphone  
is bitten  
apple

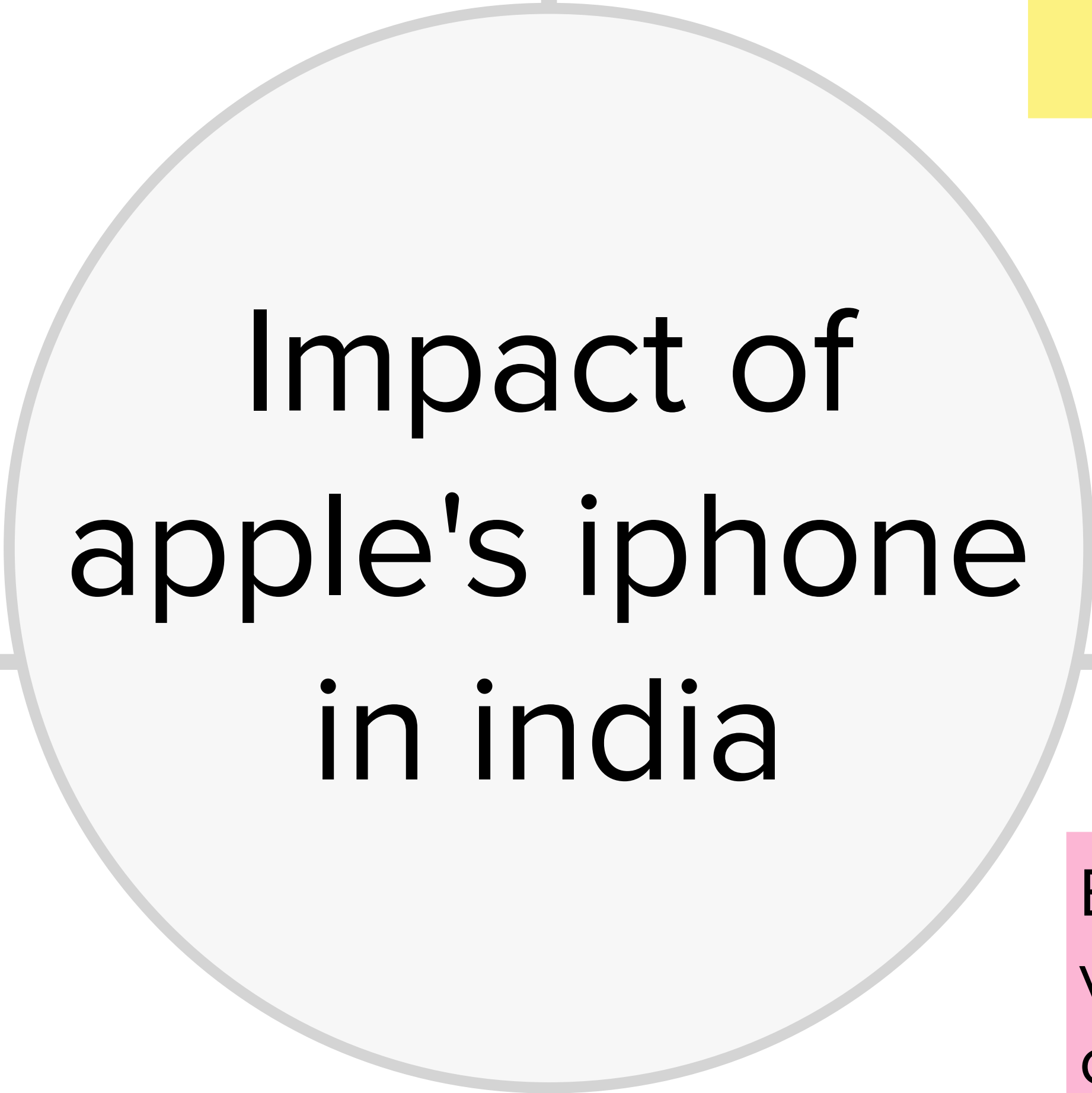
They are  
build to work  
faster and  
smoother

production linked  
incentive scheme  
intoduced by modi  
government in  
2020

The indian states  
panjop and  
kerala are  
highest  
production of  
iphone uses

13 model is  
best selling

Changed the  
way we  
comunicate



1.46 Billion  
iphone uses  
world wide  
of 2023

51% uses are  
female

49% uses  
are male

Iphone  
production  
7% in 2023

Better resale  
value  
compare to  
other  
smartphones

No  
expandable  
storage  
options

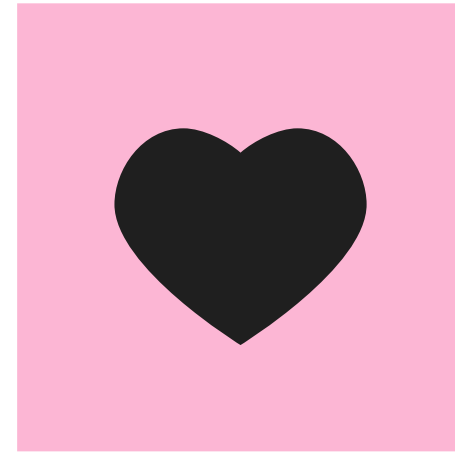
High cost  
over \$1000

More  
security and  
privacy



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?