



Says
What have we heard then say
what can we imagine them saying



Thinks
what are their wants, needs, hopes, and dreams?
what others thoughts might influence their behaviour?

These users see iPhones as a status symbol and a fashion statement. They admire the sleek design and advanced technology.

Thoughts: They consider the economic impact of iPhone sales, consumer protection, and regulatory compliance.

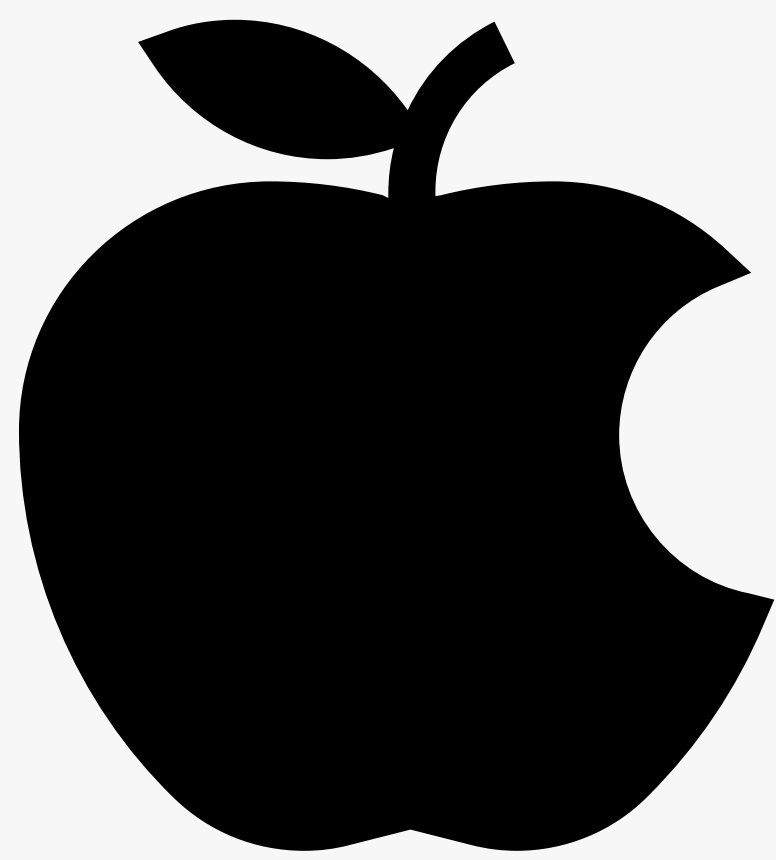
Thoughts: They think about the iPhone as a symbol of status and aspiration. They consider its features and how it can improve their lives.

They see Apple as an innovative and customer-centric brand.

They see iPhones as formidable competition that poses a threat to their market share.

Thoughts: They think about the growing iPhone user base in India and how to create apps that cater to their needs and preferences.

Thoughts: They think about market demand, pricing strategies, and competition.



IREVOLUTION

A Data-Driven Exploration
of Apple's iPhone impact
in India

Actions: They regulate imports, tariffs, and consumer protection laws to ensure fair practices.

Actions: They stock iPhones, offer financing options, and promote sales through various channels.

Feelings: They may feel the pressure to meet sales targets and maintain good relationships with Apple.

Feelings: They may feel excited, proud, or even envious if they own one. Some may feel left out or frustrated if they cannot afford it.

Actions: Users purchase iPhones for various reasons, such as better camera quality, app availability, or brand prestige. They may also seek financing options or buy older models to make it more affordable

Feelings: They may feel motivated by the potential for a large user base and the opportunity to innovate.

Feelings: They may feel the need to balance economic growth with protecting consumers' interests.



Does
what behaviour have we observed?
what can we imagine them doing?



Feels
what are their feels, frustrations, and anxieties?
what other feelings might influence their behaviour?