



Says

What have we heard them say?
What can we imagine them saying?

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

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

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

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

Thinks

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



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?

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

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

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



i Phone consumers

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

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

Collaborate with local experts and analysts to gain a deeper understanding of the Indian smartphone market.

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

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

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

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

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

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

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



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?



[See an example](#)