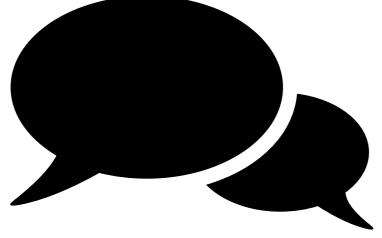


## Says

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

Improving Transparenty Empowering Users



Combines Ipod,Digital Camera And Cellular into One **Device With** Touchscreen

Iphone SE Is The Least Expensive Model Released In

2022

More Security And Privacy

To Enhance Consumer Experience

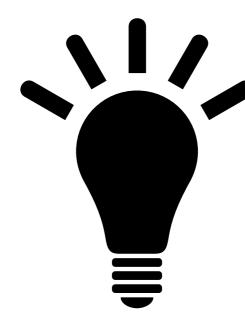
Users Of

Technology

It Is More Expensive.So Many Of Them Can't Buy It....

Dropped The Physical Keypad Introduced The single Home Button

**Thinks** 



What are their wants, needs, hopes, and dreams?

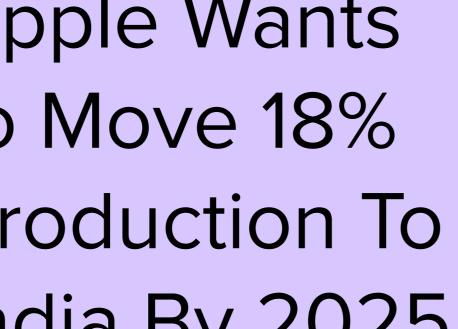
What other thoughts might influence their behavior?

Iphone Is known As Intellectual Phone

A Data Driven **Exploration Of** Apple's Iphone Impact In India

printed circuit board Assembly used an iphone attracts import

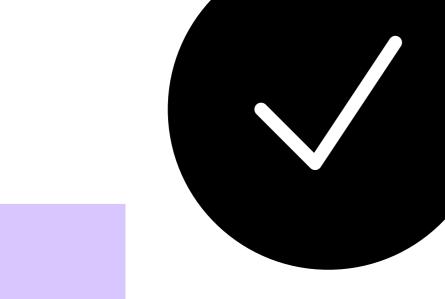
Apple Wants to Move 18% Production To India By 2025



Increased Accountability Better Efficiency



In India 94% of profit Go To Apple Iphone Industry



Creating Thousand Of Jobs And Introuduced Creative Industry

Adjust your Screen Brightness & Use Wifi For Improve Battery Life

Apple Iphone was The Second Biggest Revenue Brand



Salaes Were Adding One Quarter To One Third Of Growth To GDP



## Does

What behavior have we observed? What can we imagine them doing?



See an example

**Feels** 

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

