



Says

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

An apple
premium reseller
operated by
ample
technologies

ample owns
and operators
multiple formats
of retail across
india



Thinks

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

Become an
inspiration to
others

Master a
difficult skill

I Revolution: A
data -driver
exploration of
Apple's iphone
impact in india

They make
the consumer
feel good
about
themselves

Apple uses
this insight to
tailor products
and brand
messages

Affected
peoples lives
and how they
do things

The apple
brand radiates
feelings of fun
excitement
and pride



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?