



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?

There are roughly 400 steps involved to assemble the Apple iphone

India became Apple's 5th largest iphone market in the second quarter for the first time

With excellent internal storage, iphones feels like a magical illustration

Compares to Android devices, Apple phones offer better performance

The purpose of this product was to make life easier by allowing the user to connect with people all over the world

In this year, around 6 million apple smartphones shipped to India

They have higher internal storage

Do not frequently hang, which keeps them performing flawlessly



They are built to work faster and smoother

It offers a range of security features, including facial recognition and finger authentication

They are over priced

They are not share-friendly with other phones

When it comes to updates, offering timely and instant updates to the users

Advantage of the iphone over Android is the ease of use

The iphone's batteries are non-removable, which means that we cannot replace them

The iphone has changed the way we communicate



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?