



Says

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

it increases  
market share  
due to its  
adoption

it contains  
revolutionized  
activities

it generic  
strategy is  
broad  
differentiation

it has limited  
customization



Thinks

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

creates  
marketing  
problem due  
to stiff  
competition

it changing  
consumer  
preferences

it is pricy

being too  
conservative  
during  
economic  
slow down



irevolution a data driven  
exploration of apples iphone  
impact in India



it is fragile  
and prove to  
broke if  
dropped

unclear  
vision for its  
services

it changed  
our attitude  
and  
expectation

it has no  
expandable  
storage

Excite to use  
iphone

Anxiety to  
manage  
iphone

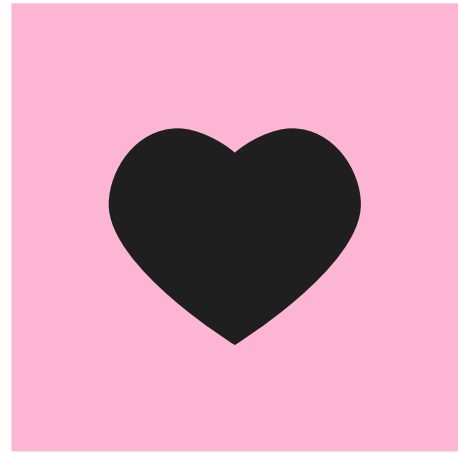
it focus on  
user  
experience

Frustrate on  
spend  
money to  
buy iphone



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?