

Says

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

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



Thinks

I hope Apple

considers the

and content.

needs of Indian

users and provides

localized features

I love using my iphone for staying connected, accessing apps, and capturing memories.

Developing apps for the iphone ecosystem offers a global audience and potential for growth.

How can i create an app that resonates with Indian users while also standing out in the competitive App Store?

How can Apple minimize the environmental impact of iphones, from production to disposal?

Technology companies like Apple should prioritize sustainability and reduce electronic waste.

irevolution-A Data Driven Exploration of iPhone Impact in India

Spends time exploring apps, customizing settings, and using the iphone for communication, entertainment, and productivity.

Focuses on designing apps that cater to Indian preferences, markets apps to attract users, and monitors reviews and ratings.

Excitement about innovation and opportunities, along with concerns about visibility and competition.

Excited about the convenience and prestige of owning an iphone but also concerned about affordability and data privacy.

Passionate about environmental conservation, frustrated by the ewaste problem, and hopeful that apple can set a positive example.

environmental practices, raises awareness about ewaste, and advocates for greener technology.

Researches Apple's



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





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



