



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?

iPhones are a symbol of status and luxury in India.

iPhone manufacturing in India provides job opportunities

Apple's pricing makes it a premium choice, limiting accessibility.

How can we balance the desire for premium tech with budget constraints?

Can Apple make iPhones more affordable for the Indian market?

What is the Environmental impact of iPhone manufacturing in India?



iPhone User
The user in this context represents individuals in India who use or are affected by iPhones

Showcasing their iPhones as a status symbol.

Supporting local manufacturing and job opportunities through iPhone production.

Exploring financing options or older iPhone models to make ownership more affordable.

Pride and status in owning an iPhone.

Frustration or desire for affordable options.

Concern or curiosity about the environmental and social aspects of iPhone production



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?