

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?



It has revolutionized

communication

MOBILITY

It has playing games,watching movies.

It has listening to music and etc.,

flexibility

Reliability

A data driven exploration of Apple's iPhone impact in India

Easy to use

Timely OS update

Limited customization: it does not customize their phone's interface.

No Bloatware

It has managed to influences all age groups.

It retail environment, word of mouth, product experience, and apple's mission and values.

Does

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

Feels



