



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 too expensive for most people in india

i wish iphone had more affordable options

iphones are a must have for tech enthusiasts

map out the steps users go through when deciding to purchase or use an iphone.what information do they seek and how to they weigh pros and cons

understand how users perceive the value of an iphone .what features or aspects do they consider most valuable and show does this influence their decision-making?

exploer hoe users mentally compare the iphone with othere smartphone brands available in india.what criteria do they use to make these comparisons?

PEOPLE

understand how users decide to purchase an phone.what steps do they take and what influences their final decision?

explore whether users provid feedback or write reviews about their iphone experiences.are there common themes or issues raised in their feedback?

Determine if users exhibit brand loyalty towards Apple's iphone .DO they consider repurchasing apple products in the future?

Explore the emotions users feel when they anticipate or unbox a new iphone.How exited are they about getting a new device?

Understand the level of satisfaction users experience with their iphone .What aspects of the device bring them joy or contentment?

Identify any common pain points or frustrations users encounter while using an iphone .What aspects or features do they find frustrating?



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?