



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?

Utilizing the  
plethora of  
information.

Increasing  
use of  
smartphones.

Revolutionized  
many different  
business.

Capturing  
markets  
around the  
world.

India, One of  
the greatest  
economic  
growth.

To study the  
effect of  
Apple's  
Iphone.



Increase its  
market  
share.

Using  
advanced  
data  
analytics.

Analyzing  
large  
datasets.

Rising  
smartphone  
adoptions.

Go beyond  
conjecture.

Develop the  
knowledge.



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?