



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?



Feels

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



Does

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

See an example



The introduction of local manufacturing by Apple has not only reduced production costs but has also stimulated India's manufacturing sector,aligning with the "Make in India" initiative and creating job opportunities.

As a Tech Analyst,my primary want in exploring Apple's iPhone impact in India is to uncover the intricate details of how this ionic device has shaped the tech landscape.

In recent years,we've observed a steady increase in Apple's market share in India,particularly with the launch of budget-friendly models like iPhone SE and XR.

Apple's iPads and iPhones have gained significant traction in the education and enterprise sectors,with many institutions and businesses opting for Apple devices.

To achieve this,I need access to accurate data,market insights,and consumer behaviour trends.

And my hope is that by dissecting Apple's journey in India,I can shed light on the broader implications for the tech industry and perhaps discover lessons that can be applied to other markets.

I could be conducting extensive surveys and market research to gauge consumer preferences,buying behaviour,and satisfaction levels among iPhone users in India.

I might be poring over data sets crunching numbers,and using statistical tools to identify trends,patterns and correlations related to iPhone adoption and usage.

I'm genuinely passionate about technology and its impact on society and this passion fuels my dedication to conducting thorough research and analysis.

Empathy is crucial in my role and understanding the experiences and perspectives of iPhone users in India helps me connect with the human side of technology.

And I'm grateful for the opportunity to delve into such a fascinating subject and to contribute to the understanding of how technology influences our world.

And I've examined Apple's efforts in sustainability and environmental responsibility,considering how these factors resonate with Indian consumers and align with global trends.