



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?

To know about the changes in market after the arrival of iPhones

It helps to know about the Identity & uses of iPhones

To learn the Strategy of iPhone company

To analyse the impact of iPhones in Indian economy

It helps to know about the future plans & strategy of iPhones

To study the growth of iPhones in India



It is used to find the impact of iPhones in Environment

Users feels satisfied by their clear vision about iPhones

Impact of iPhones in Indian market can be studied

It makes the comparison between iPhones & other company products

Feels curiously to know more about iPhones

Feels some shocks to know about the Impact of iPhones



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?