



**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?

Apple iphone has gained significant popularity in india

Sales highlite their popularity and demand

owning an iphone elevates their social understanding



Customer mention iphone as preferred choice of smartphone

Rapid adoption of iphone is evident across various age groups in india

Represents of technological advancement

Percieves iphones as a symbol of luxury and success

Irevolution:A data-driven expolartion of Apples iphone impact in india

priorities buying iphones over other smart phones

Engages in discussions about iphone features and comparision

Feels sense of accomplishment

Pride to showcase their iphone ownership

Save money to buy iphone

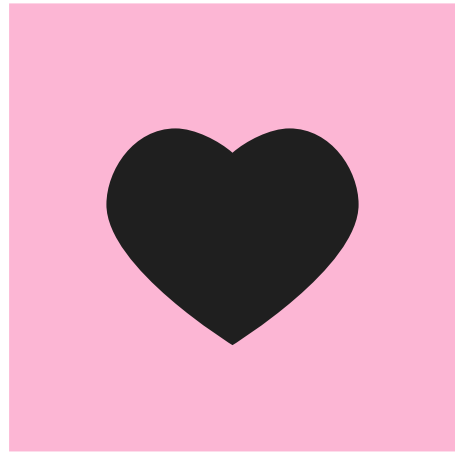
Customise iphone settings and suit for customer taste

We are overwhelmed to research about iphone

we gain potential knowledge about its unique features



**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?

[See an example](#)