



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?



India becoming a \$40 billion market for Apple

India is also projected to account for 20 per cent of Apple’s installed base growth

the next five years, India could contribute 15 per cent of Apple’s revenue growth.

more iphone industries in india

india is the fifth largest iphone market

strengthening the supplies

Development of an Apple smartphone began in 2004

The iPhone 12, 12 Mini, 12 Pro, and 12 Pro Max were announced on October 13, 2020.

The iPhone 14, 14 Plus, 14 Pro, and 14 Pro Max were announced on September 7, 2022.

Limited Customization: One of the disadvantages of the iPhone is that it has limited customization options.

Frailty: The iPhone is known to be fragile and prone to breaking if dropped. Many users have reported cracking or shattering their screens after accidentally dropping their devices.

Limited Customization: One of the disadvantages of the iPhone is that it has limited customization options. Unlike Android devices, users cannot customize their phone’s interface, which can be a disadvantage for some people.



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?