



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  
Impact of iphone in India

iphone is considered as the symbol of status and power in India.

Apple was the second biggest revenue generating brand in India.

Apple iphone is emerged as one of the fastest growing markets in India.

though it's expensive, Apple grew from 4.8 million devices in 2021 to 6 million in 2022,i.e.,25% increase in the users, if this fashion continues every year then Apple is going to hit more than their target in Indian markets.

India has taken the fifth spot in the list of the largest iphone markets,Since the iphone's batteries are non removable, which means the users cannot replace them,resulting in pushing them to buy new ones.

iphone transformed photography from a hobby to a part of everyday life.

iphone offers more security and privacy, it even stops apps from tracking your activity online because of its limited OS.

One of the best things about iphone is Regular iOS updates.It regularly bring iOS updates with new features and security enhancements to keep our phone up-to-date compared to android.

The iphones have a series of processors that reportedly deliver better performance than most Android phones.

there is a risk of social stratification since not everyone can afford iphones.

Since owning iphone has become a matter of social status, youngsters are investing a huge part of their earnings or they buy iphones on EMI and Loan, this creates unwanted economic burden on them and their families.

Not only iphones, but all usage of smartphones can lead to headache, stress, depression, eye problems, anxiety etc...



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?