



**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?

*all three are  
part of the  
government's  
PLI scheme*

*apples has  
been ramping  
up production  
of iPhones  
from India*

*the iPhone's  
made us more  
connected than  
ever and fueled  
a wave of  
innovation.*

*iPhone  
exports  
reached a  
record rupees  
10,000 crore.*

*the invention of  
the iPhone has  
affected people's  
lives and how  
they do things*

*India has  
entered among  
the top five  
markets for  
Apple globally in  
Q2 2023*

Vinitha  
Ramya  
Suvitha  
Jayapriya  
Apple's phone  
impact in India

*the iPhone and its  
Apple-controlled app  
store also became a  
massive business and  
gave app developers  
an easy way to sell  
to a global audience.*

*the Apple phone  
boom that followed,  
gave rise to whole  
new  
industries, laid waste  
to others and  
forced new  
business models.*

*the iPhone  
made mobile  
web browsing  
useful for the  
first time.*

*owning an  
iPhone in India  
just feels the  
same as  
common as any  
other phone.*

*technology  
became more  
accessible to  
everyday  
users*

*the iPhone's  
GPS capabilities  
have also made  
it easier for  
users to  
navigate.*



**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?