



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?

Its main product, the iPhone, capturing markets around the world, Apple Inc.

The world has changed as a consequence of the increasing use of smartphones.

Increasing use of smartphones improve communication, connected with people.

Apple's iPhone would affect the indian market.consumer preferences and decision -making processes.

Customer choices,market penetration, sociological developments and economic effects.

An important component of this study is the societal impact of Apple's iPhones in India.

APPLE'S IPHONE IMPACT IN INDIA

Apple's iPhones impacts types two
1.Social Impact
2.Business Impact.

Apple iPhone opened a whole new world for the users.

Communication, information access, and social relationships in Indian society.

Its effects on different industries like e-commerce, app development, digital payments are all part of this.

The ability to keep everything in one place .

Data sources like Excel, CSV, databases,etc. Ex: "Text flie" or "Excel".



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?