



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?



Where
iphone
mostly used
?

Why iphone
is so costly
?

what is
special in
iphone ?



China is the
country
where people
used the
most iphones

the PCBA (printed
circuit board
assembly) used in
iphones attracts an
import duty of 20
percent

iphone offer
more
security and
privacy



IREVOLUTION A DATA DRIEVEN EXPLORATION
OF APPLE'S IPHONE IMPECT IN INDIA

Advantage



esay to
use...

family
sharing...

apple pay...

Disadvantage

iphones
have fixed
storage...



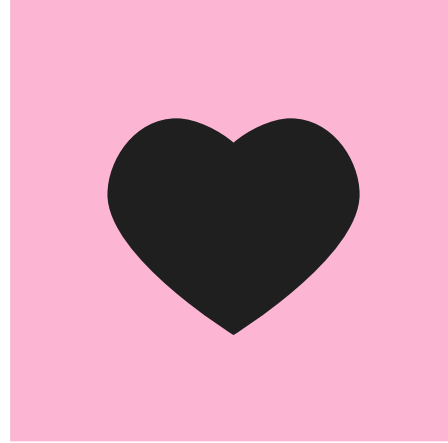
iphones
have short
battery life...

iphone
accessories
are
expensive



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?