

Says

What have we heard them say? What can we imagine them saying?

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?



The phones Manufactured domestically did not meet Apple's quality criteria and ended up as waste or recycled material.

VoiceOver is an accessibility feature in iOS for users who are blind or have low-vision

Apple wants to expand it's Manufacturing in india to 25% of all it's products,

Maximize battery life.

Thinks

the Measure app to instantly measure a person's height from the floor to the top of their head, hair, or hat

Any Immediate change in the pricing for iPhone's in india is highly unlikely

Apple's first touch phones called 'Newton pads'

- Motivation. Motivation to do something often influences the buying behaviour of the person. ...
- Perception



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I PHONE

iPhone 70% of its carbon emissions come from manufacturing alone

Apple has built Al into every part of its computer

Most successful iPhone in India Apple iPhone 13

iPhone devices have some of the best cameras in the market

Better Performance. Compared to Android devices, Apple phones offer better performance

Apple said only 4% of its packaging comes from plastic now

Lock your iPhone to a single app

The latest Apple handset is said to be triggering trypophobia - a fear that can also be sparked by crumpets and pancake

Does

What behavior have we observed? What can we imagine them doing?



What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



Feels

