



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?

User: This represents the target audience or users of Apple's iPhone in India.
"I want a premium smartphone experience."

Retailer: The businesses that sell iPhones in India.
"We need to offer the latest iPhone models to attract customers."

"I need a device that reflects my status and lifestyle."

"Apple's brand reputation helps us sell more phones."

Consumers' Communities and Advocacy Groups:
Organizations or groups advocating for consumer rights and ethical practices."We want fair pricing and ethical manufacturing practices."

"Advocacy can influence Apple and other manufacturers."

Raises awareness, conducts research, and lobbies for fair practices.

Determined to hold companies accountable.

Researches online, compares models, and seeks out deals or financing options.

Identify challenges or pain points users face, like high costs or limited availability.

- Understand frustrations related to software updates or repair services.

Excited about owning an iPhone but concerned about the price.

Pressure to meet sales targets and maintain a good relationship with Apple.



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?

