



Says

we

Indian consumers see apple iPhones as prestigious and high quality smartphones

we are imagine iPhones camera is best quality



Thinks

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

we are needs long time battery life

we are thought it was awesome



consumers buy apple iPhones for status and perceived superiority

we are imagine iPhone is very safe and no one can hack it

consumers feel a sense of pride and belonging when owning an iPhone

competitors may feel pressure to innovate and complete



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?