What other thoughts might influence their behavior?

People

needs

longer

battery life

The iphone has changed the way we communicate

iphone has revolutionized gaming

in-person and conflict

People placing communication

Expandable storage

Remove the notch



S.Anisha

Explore the world with Apple maps

New notifications experience

Non removable battery

Limited customization

Does

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

New keys

come tto

and state IDs

Apple wallet

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

High cost



