



Says

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

User Friendly Interface :  
iphone has an intuitive user interface that makes it easy to navigate.  
High Quality Display : The iphone's Retina is one of the best in the market.  
Advanced Camera : iphone devices have some of the best cameras in the market.

Apple has revolutionized communication, playing games, watching movies, listening to music, and more.

India became Apple's fifth largest iphone market in the second quarter for the first time, overtaking France and Germany, according to Counterpoint Research



Thinks

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

the iphone has been a game changer in the technological world.it has revolutionized the way people communicate and access information.

People's buy iphone's in India to flex, to gain status in their social group

Apple's market share in India stood at 5.5 percent the same year, in comparison with 4.4 the previous year.

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i Revolution -  
A Data Driven Exploration  
of Apple's iPhone Impact  
in India

The iphone changed that with its Safari browser, and made mobile web browsing a smooth & enjoyable experience. This way a big deal, as it paved the way for the mobile first internet we know today.

iphone design is always sleek, and delivers a more premium feel.  
  
customers are looking for design consistency and a premium feel.

Ease of use - don't worry if you are not a nerd; you won't have problems using it. User experience-all the app developers are putting a lot of attention to the details! They make it intuitive and easy. I feel good when I am using those apps.

Apple fans who want to buy the iphone for their choice on launch day usually stand in queues for hours or even days to secure their place. Many people over the years have been playing several hundreds of dollars to others for standing in line for long hours to buy the latest iPhone.

Many people earn money in queues waiting to buy new Apple devices on launch day, rather than spending on the freshly launched gadgets.

Some people are willing to lose their body parts to buy an Apple iPhone.



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?