



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?

What model
you want to
buy?

Either from
online or
offline

Whether you are
going to buy a
new model
phone or an old
model phone?

Whether it is
a good
desicion

It's very
high
budget.

It's high
security and
privacy

I think better
performance.

All models
are so
expensive.



A DATA DRIVEN
EXPLORATION OF
APPLE'S IPHONE
IMPACT IN INDIA

TOUCH SCREEN
INTERACTION:
iPhones utilize a touch
screen interface for most
interaction users can tap,
swipe, pinch and use
other gestures to
navigate through apps,
menus and content.

APP LAUNCHING AND
SWITCHING:
Users can open apps by
trapping their icons on the
home screen. They can also
switch between recently used
apps by swiping up from the
bottom(or double-clicking the
home button on older models)
to access the app switcher.

APP STORES:
Users can download and
update apps from the app
store which offers a wide
range of application for
various purposes, including
games, productivity, social
networking ,study materials
and more.

HIGH QUALITY
DISPLAY:
iPhones
retince display is
one of the best
in the market.

Fear or anxiety related to
using iPhones or technology
could stem from various,
such as concerns about
privacy, security, addiction or
feeling overwhelmed by the
rapid pace of technological
advancements.

iPhones provide
students with
instant access to a
vast amount of
information
educational
resources.

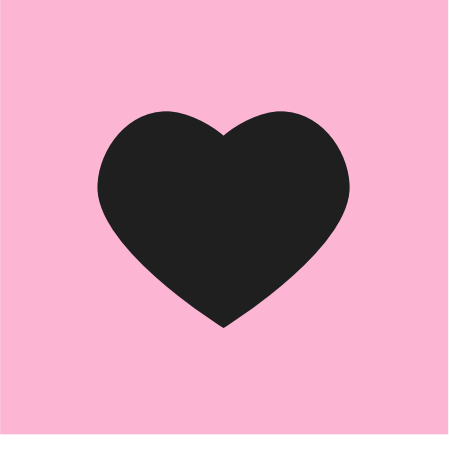
Keep mobile
safe.

Charger
problem,
Poor
repairability.



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?