

Says

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

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



Thinks

Lightweight and portable so you can take it whenever you go

Focus on design and functionality of product

Making people's lives better with smart and intuitive product

Creating
thousand of jobs
and supporting
the creative
industry

Apple design-centric approach

Apple is bigger than India



MSJK

Improved communications to connecting with people

Ease of use and simplicity operating system

Radiation
emitted from the
device is linked
to chronic
health
conditions

70% of its carbon emissions come from manufacturing alone

IPhone
have
improve to
battery life

Apple was the second biggest revenue generating brand in India

IPhone
offers more
security and
privacy



Does

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



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

