



Says

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

To hear text
you selected,
tap the Speak
button.

To hear the
entire screen,
swipe down with
two fingers from
the top of the
screen.

iPhone can highlight
words, sentences, or
both as they're
spoken. You can
change the highlight
color and style.



IRevolution:A Data -
Driven Exploration of Apple's iPhone
Impact in India

Thinks

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



the way that
apple fulfils the
desires of the
iPhone
consumers are
the wants.

the customers
has to be able to
use the iPhone
everywhere and
always have a
connection.

they also stands for
integration,innvation,ease
of use and high-quality
user interface.



Your iPhone
can **reflect**
your personal
style and
preferences.

It may restrict
users for
customizing it
to the degree
they desire.

Limited
customization
options

The clean and
minimalist design
philosophy of Apple
products creates a
sense of luxury, which
fosters an emotional
connection with users

Unlike Android
devices, users
cannot
customize their
phone's
interface.

Does

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



Apple intends to
structure and
present choices so
that customers are
easier to make
decisions.

Feels

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

