



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?

Apple has rapidly expanded its manufacturing operations in India

I phone users was increasing

I hope,the new year is often used as a gateway for change

I need a better user experience

It enables online services. ex:Banking, email, weather,etc

I need a more new features

iRevolution:
A Data-driven Exploration of Apple's iPhone Impact in India

It have a popularised better mobile photography

Apple's investment in india could contribute to economic growth

I phone is a privacy and security compare to android

India projects iphone shipments to reach 9 million units during 2023

Siri is a fun assistant who can do a lot of things

It have the battery issue (quick battery drain)



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?