

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?

Does it have
a unique
operating
system.

Compare
the price
through
websites.

What
advanced
features are
available.

Does it
maintain
privacy.

Looks
attractive.

Is
instalments
available.

IREVOLUTION: A DATA-
DRIVEN EXPLORATION OF
APPLE'S iPHONE IMPACT IN
INDIA



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Ensures
that iPhone
was highly
functional.

Rate is too
high.

Capable of
producing a rich
mobile Internet
browsing
experience.

Ensure that
technology plays
a strong
supporting role
to applications
and content.

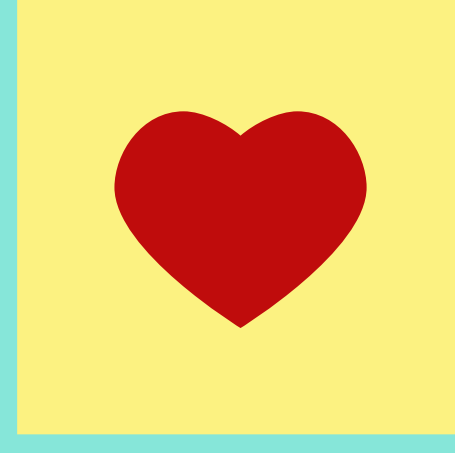
Safety
measures are
high for
handling
secured details.

Increases
the invidual
status
think.



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?