



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?

"I chose the iPhone because it offers a premium experience."

"I need to understand how iPhones are impacting the Indian market and adapt our strategies accordingly."

"Selling iPhones is crucial for our business, but we need to understand what drives demand."

"How does using an iPhone make me feel compared to other phones? Is the price justified by the features and status associated with the brand?"

"What are the key factors driving iPhone adoption in India? How does the Indian market differ from other regions? What features and pricing strategies resonate with Indian consumers?"

"What iPhone models are popular among our customers? How can we market iPhones effectively to different customer segments?"



Apple Product Manager, Indian iPhone Consumer, Local Retailer

Gathers and analyzes market data, collaborates with cross-functional teams, devises strategies to cater to Indian consumer preferences.

Tracks sales trends, communicates customer preferences to Apple, offers personalized recommendations to customers.

Pressure to align product offerings with local demands, excitement about potential growth, concern about competition from other brands.

Engages in online communities, provides feedback through surveys, explores new iPhone features, shares experiences on social media.

Pride in owning a premium product, satisfaction with the user experience, concern about value for money

Reliance on iPhone sales for revenue, eagerness to provide customers with the best options, concern about inventory management



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?