



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?



Irevolution: A data-driven exploration of apple's iphone impact in india

The world has changed as a consequence of the increasing use of smartphones, which have improved communication,

connected people, and revolutionized many different businesses. With its main product, the iPhone, capturing markets around the world, Apple Inc.

has seen a tremendous increase in smartphone usage, making it an interesting market to study the effects of Apple's iPhone.

That's most obvious in this Ericsson chart showing the usage of mobile voice — relatively steady growth — and exploding mobile internet traffic — boosted by iOS and Android apps, photos and especially video — over the years.

Smartphones, along with their attendant photo-editing apps, put good cameras in everybody's pockets and we all became prolific photographers.

The simultaneous rise of social media platforms, in turn, gave us a place and a reason to post our photos.

This year, 12 billion digital photos will be taken worldwide, and most of those — 85 percent — will be taken on phones, according to market research firm KeyPoint Intelligence (formerly known as InfoTrends). That's up from the 400 billion digital photos taken in 2011.

Apple launched its App Store in 2008 — a year after the iPhone's launch — with 500 apps. Now there are 21 million on the App Store and 3.4 million on its Android competitor Google Play, according to app measurement company App Annie.

Apps have turned phones into everything from a bank to a motion-sensitive video game device.

On-demand work began with the first internet boom in the late 1990s.

Supermarket checkout lines — strategically stocked with magazines and candy — were for a long time a major point of sale for gum.

Indeed, gum sales have declined 15 percent since 2007, the year the iPhone came out, according to market research firm Euromonitor International.

Type your paragraph...



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?