



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?

"The world has changed as a result of the increasing use of smartphones which has improved communication"

"Thinks are that you can pick up your phone and instantly text or call someone almost anywhere in the world"

"Thinks are Aple Mac users represent about 5% of global internet traffic."

"Every new iPO model launch creates excitement and anticipation among Indian buyers"

"Apple has a unique opportunity to increase its market share and develop a significant presence in India"

"Thinks are one of the best smartphones on the market is Iphone"

'iRevoltion:A data driven exploration of Apple's iPhone impact in India'

"Use the apps on your Iphone to get directions , make purchases and control accessories in your home"

"To make Iphones more accessible through various offers and promotions"

"Feels that compared to Android devices,Apple phones offer better performance"

"promote their products through advertisements , sales promotions , personal selling and public relations"

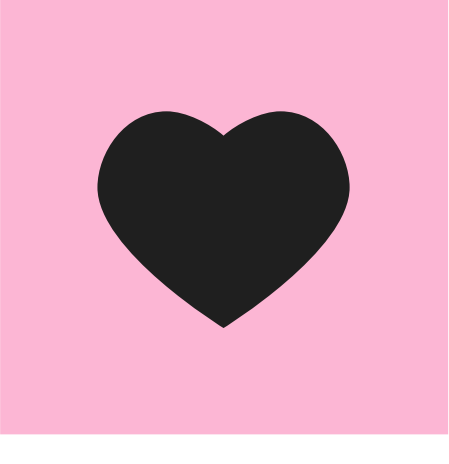
"Feels,however Iphones generally have a better resale value compared to other smartphones"

"Feels that Apple established a brand identity that is instantly recognizable and resonates with consumers"



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?