



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?

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The world has changed as a consequence of the increasing use of smartphones, which have improved communication , connected people, and revolutionized many different businesses

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The invention of the iPhone has affected people's lives and how they do things.

Apple has a special chance to increase its market share and develop a significant presence in India thanks to the country's large population and rising smartphone adoption.

This study will offer invaluable insights into the transformative impact of the iPhone on India's technological landscape and the lives of its consumers



PEOPLE

Financial Times reported that tech major Apple has run into trouble with its manufacturing efforts in India, including **weak infrastructure, logistics, and poor yield.**

weaknesses are its **highly-priced products, entering areas of higher competition, and incompatibility with other software.**

The ongoing manufacturing and use of smartphones are causing a possibly irreversible environmental disaster

Apple's iPhone is an amazing invention that allows users to get all of their needs done in one device.

Apple's iPhones are not only used for entertainment purposes but they can be used for business purposes.

It allowed people to access information through digital media on their phones



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?