



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?

iPhones are famous for their privacy and security systems

The iPhone has an intuitive user interface that makes it easy to navigate.

It's a fantastic tool for staying in touch with others, especially friends and study partners

Iphone marketing is focus on fulfilling consumer needs

Apple works seamlessly on its gadgets, making them the best in the market

Apple is well-positioned to capitalise on the market demand and maintain

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

Apple currently produces and exports the iPhone 12, 13, 14 and 14+ models from India

the company moves forward with its effort to diversify its manufacturing from China

India became Apple's fifth largest iPhone market

Iphone have short battery life

Nobody cares about its worth and specifications

Iphone are over price



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?