



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?

enjoyable
experience

made
mobile web
browsing a
smooth

creating
thousands
of jobs

they increase
manufacturing
base in india

apple wants
to
indigensise
faster

they are eager
to increase the
domestic
comonent



I REVOLUTION

A driven exploration
of Apple's phone
impact in India

Revolutinized
communication

Find
creative
inspiration

Watching
movies

creating
thousands
of jobs

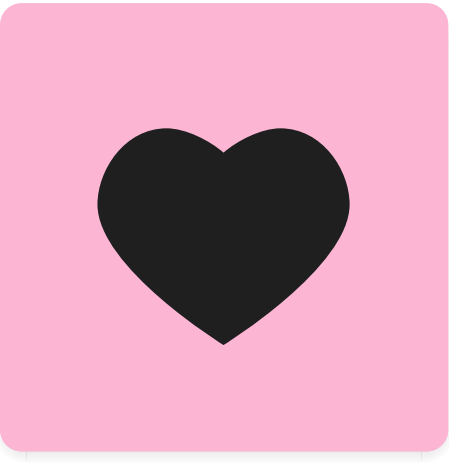
Supporting
the
creative
industry

technology
became more
accessible to
every day



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?