



Says

What have we heard them say?
What can we imagine them saying?

Iphone's
are
overpriced

Iphones
have fixed
storage.

Iphones don't
come with a
headphone
jack.



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

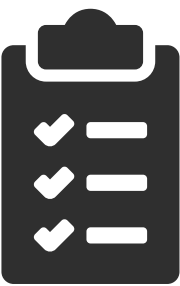
One big
disadvances of
iphones is that
they do not come
preloaded with a
FM Radio or NFC.

Iphones
have short
bettery life.

Iphones
have no FM
Radio built

A Data Driven
Exploration Of
Apple's
Iphone Impact
In India

Does

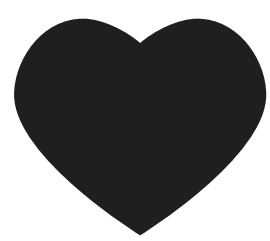


What behavior have we observed?
What can we imagine them doing?

The iphone is
known to be
fragile and prone
to breaking if
dropped.

Iphone user are
reported cracking
or shattering their
screens after
accidentally
dropping their
devices.

Iphone devices
uses cannot
customize their
phone's
interface more.



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

Iphone can
break
easily.



Iphones
battery are
non
removal.

The iphone is
one of the most
expensive
smartphones
on the market .