



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?

Lack of
headphone
jack.

Limited
lancher.

Security issues on
ios devices like
iphones have
recently become a
major issue due to
recent news stories.

No
multitasking.

The iphone
battery life is not
that great when
compared to
other
smartphones.

The apple eco
system is mostly
a curse once
you get in,its
really difficult to
get out

iRevolution: A
Data-Driven
Exploration of
Apple's iPhone
Impact in India

Does



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

Limited
widges even
after
upgrades on
iphone.

No
sideloading
of apps.

No security
against
loss or
theft.

Feels

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



Limited
device use as
platform runs
only on Apple
devices.

Too simple and
doesnot support
computer work
as in other
devices.

Only one
option for
internet
browsing.