



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?



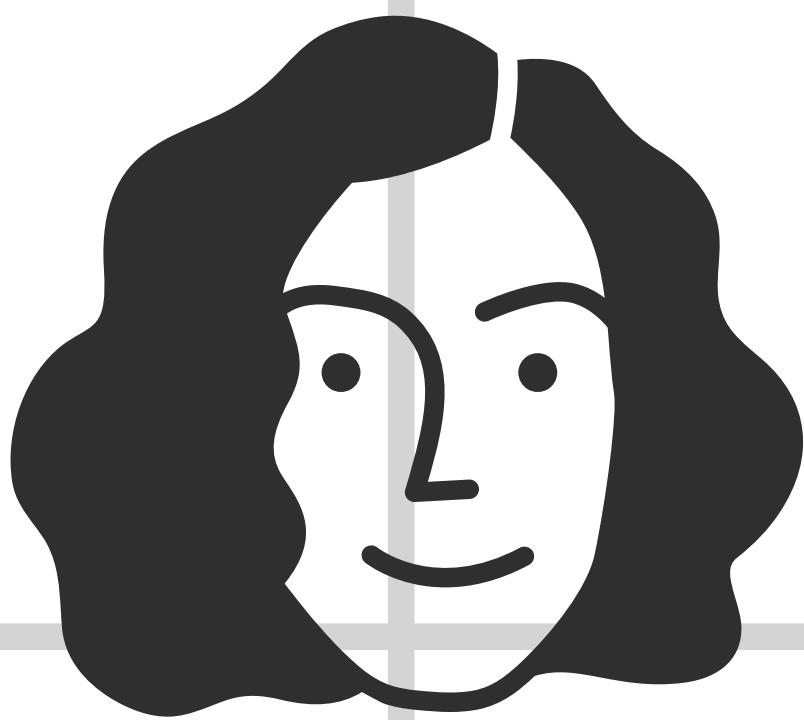
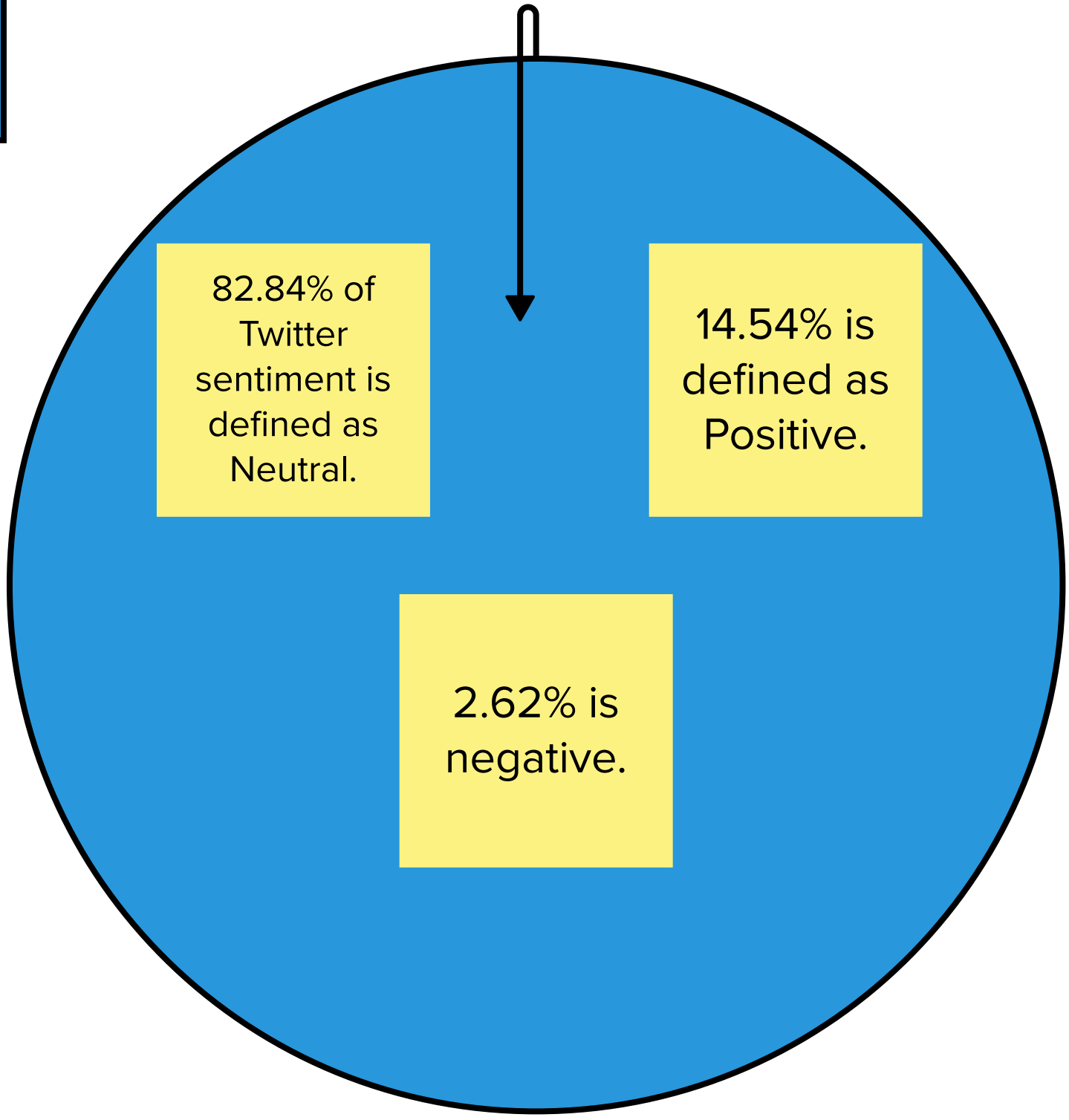
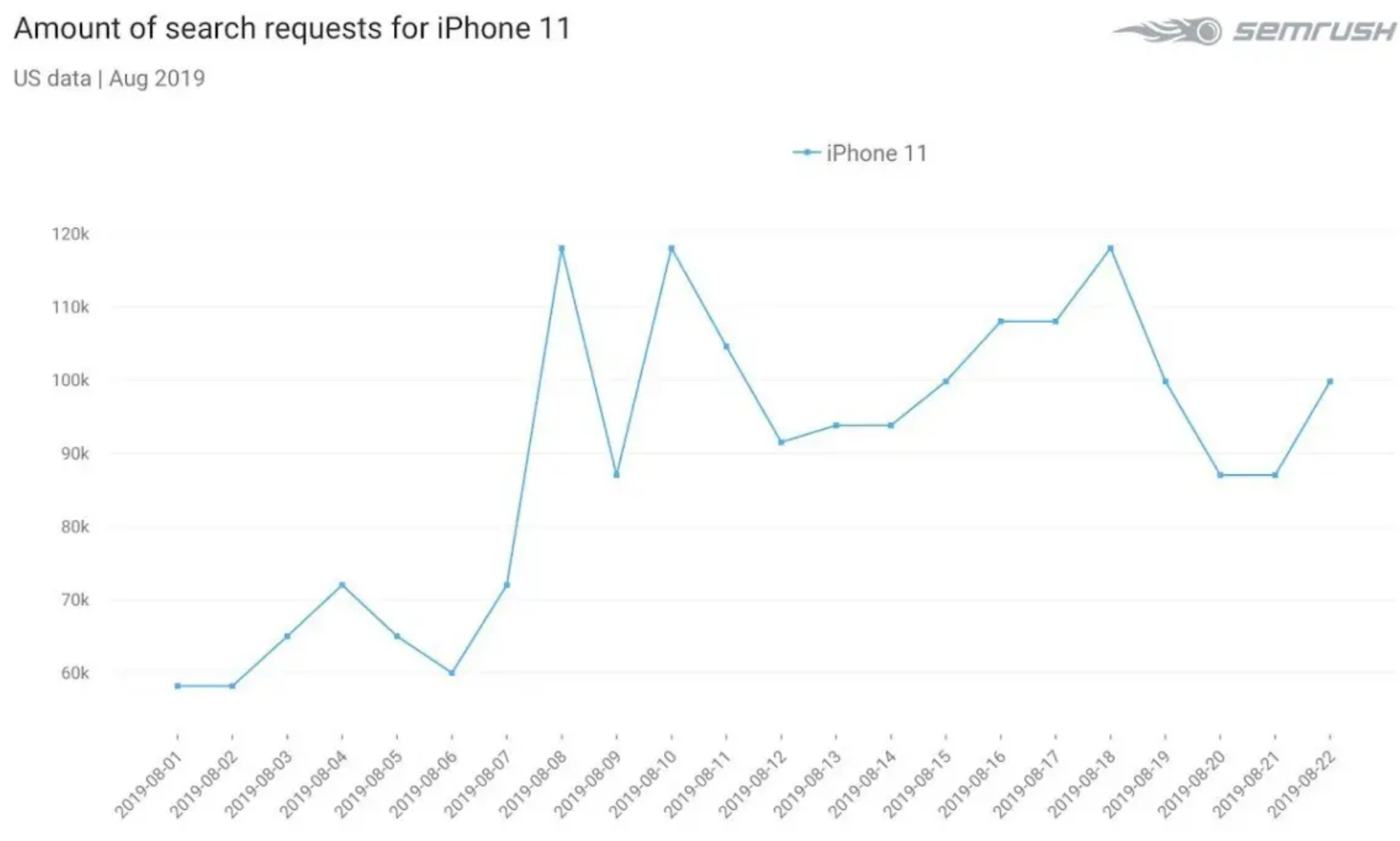
New York

The iPhone redefined the term “cell phone.” Apple’s trademark product revolutionized the mobile phone industry, shifting from flip phones and keyboards to large screens and powerful cameras.

Apple releases the original iPhone, a much-anticipated device that combines an iPod, phone and what then-company chairman Steve Jobs calls an “internet communicator.”

“This is a day I’ve been looking forward to for two-and-a-half years,” Jobs told the crowd when unveiling the new \$399 product, a 16 GB phone with a relatively terrible 2.0 megapixel camera and relatively large 3.5” screen.

Apple’s big 2019 reveal looms, so it might be interesting to take measure of user sentiment as the company prepares to launch its new iPhone and new services.



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

iPhone, a multipurpose handheld computing device combining mobile telephone, digital camera, music player, and personal computing technologies.

Picture of the cameras on the iPhone 13 Pro. Newer iPhone models have been praised for their camera quality.

Bottom angle comparison between iPhone 5c (top), iPhone 5s (middle), and iPhone 4s (bottom)

1 GB = 1 billion bytes,  
1 TB = 1 trillion bytes

iPhone is a line of smartphones produced by Apple Inc. that use Apple's own iOS mobile operating system.

The first driver behind why we buy a particular product is self-identity. We buy products that have an aesthetic appeal for example, because it helps build our sense of self.

Although not completely distinct from the previous two drivers, possibly the most important is the concept of our social-identity which helps us again define ourselves through the groups we belong to.



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?

