



**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?

Reliable  
battery life

Increase it's  
market share  
, significant  
presence

Having more  
storage  
capacity

Provide  
smooth  
platform

IOS better  
than OS

Fantastic  
tool for  
staying in  
touch



iPhone

**PROJECT NAME**

A DATA DRIVEN  
EXPLORATION OF  
APPLE'S IPHONE  
IMPACT IN INDIA

Reducing  
carbon  
footprints

Security and  
Privacy

Creates job  
opportunities

Value for  
money  
spend

User-friendly  
Interface

Ability to  
keep  
everything in  
one place



**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?