



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?

Rising popularity of apple's iphone in india.

An increasing number of people using iphones in urban areas

Growing smart phone market in india with apple capturing a significant share

Tech experts and influencers discussing the latest iphone features and innovations.

Word of mouth recommendations about Apples iphone froms, friends, family, and colleauges

Advertisements and promotional campaigns show casing the benefits of iphones usage.

Apple Iphone

Aspirations to own an iphone as a symbol of status and success.

Concerns about the affordability and cost of iphones in relation to the income levels.

A sense of pride among current iphones owners.

Curiosity and excitement about the latest iphone models and feautres.

Frustration among non-iphone users who feel left out or disadvantaged

Consumer reviews and feedback on social media platform regarding iphone experiences



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?