

## Says

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

An increasing number of people using iphones in urban areas

Aspirations to

own an iphone

as a symbol of

status and

success.

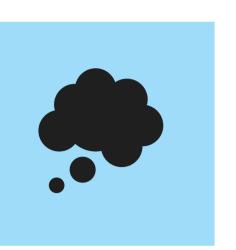
Rising popularity of apple's iphone in india.

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

Apple
Iphone

**Thinks** 

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



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

Tech experts and influencers discussing the latest iphone eatures and vations.

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

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

Curiosity and excitement about the latest iphone models and feautures.

Frustration
among noniphone users
who feel left out
or
disadvantaged

Consumer reviews and feedback on social media platform regarding iphone experiences

## 

## Does

A sense of

pride among

current

iphones

owners.

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



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

