



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?

An increasing number of people using urban areas

Rising popularity of apple's iphone in india

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

Wort of mouth recommendationes about apples iphone froms, friends, family, and colleauges

Tech experts and influencers discussing the latest iphone features

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.

Consumer reviews and feedback on social media platform regarding iphone experiences

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

Word of month recommendations about apple's iphone from friends, family, and colleagues.

A sense of pride among current ipones ownerrs.

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



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?