



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

Consumer segment says, "iPhones are status symbol"

Government and regulations says, "Apples should manufacture in India to boost 'make in India'"

Competitors says, "Apple's dominance is a challenge"



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

Consumer segment thinks, "owning an iPhone"

Government and regulation think, "promote 'make in India' initiatives. Monitor import/export policies"

Local competators thinks, "React to Apple's market presence. Focus on competitive pricing"



iPhone

Consumers: Express brand loyalty. Compare prices and features. May save up opt for financing.

Competitors: Launch counter-marketing. Intrduce budget-friendly alternatives.

Government and regulations: Announce policies to incentivize local production. Regular imports.

Feelings of customers: Excitement, Aspiration, Satisfaction (if they own one)

Feelings of government and Regulations: Economic growth, Mixed feelings on foreign investment.

Feelings of competitors: Competitive pressure, Innovation.



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?