



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?



Apple Iphone
impact in india

"I love my iPhone because it's so user-friendly."

"Adopting iOS devices for our employees has improved productivity."

"Developing for iOS can be profitable due to the affluent user base."

"India's growing market is a significant opportunity."

"Apple products are a status symbol, but not for everyone."

"iPhone competition is tough, but we have a loyal customer base."

Develops and updates iOS apps.

Uses iPhone for communication, work, social media, and entertainment.

Implements iPhone usage policies and security measures for employees.

Motivation to create high-quality apps for iPhone users.

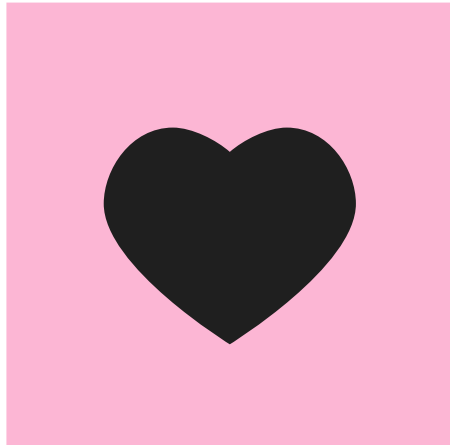
Frustration about the price and availability of Apple products in India.

Optimism about the potential benefits of integrating iPhones into their business operations



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?