



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?

The world has changed as a consequence of the increasing use of smart phone which have improved communication connected people and revolutionized many business with its Iphone capturing markets around the world

Apple inc has emerged as a prominent player among the top smartphone makers India

One of the economics growth has seen a tremendous increase in smartphone usage making it an interesting market to study the effects of apples Iphone

With out the iphone it would have been impossible for the internet to make such a big impact on our lives imagine having to go home and log into a computer every time you wanted to check your email or having to use your laptop every time you wanted to search something online.

The iphone were adding one quarter to one -third of a percentage point to the annualized growth rate of the gross domestic product (GDP).

The invention of the iphone has affected peoples lives and how and how they do things .it has also set in motion a few trends that's wouldn't have been possible without iphone .apple has revolutionized communication ,playing games watching movies listening to music and more

Data - Driven Exploration of Apple's iPhone Impact

This quickly became one of the biggest companies in the world throughout the years apple has been apart of the technology market where where there has been an exponential amount of opportunities and threats.

This market case study aims to determine how apple can target such opportunities to help predict future trends and influence over the market.

It collects personal data necessary to power our services which may include personal data collected to improve our offerings for internal purpose such as auditing or data analysis or for troubleshooting.

Anxiety disorders are the most common type of mental health problem the potential of apps to improve mental health has led to an increase in the number of anxiety apps available .

Even though anxiety apps hold the potential to enhance mental health care for individuals there is relatively little knowledge concerning users prespectives.

The also use the scarcity effect by creating limited edition products or offering limited time promotions which creates a sense of urgency and encourages customer to makes a purchase by understanding and utilizing these cognitive biasies apple is able to effectively influence consumer behavior and drive sales.



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?