



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 hs
changes as
chenseques
increasing yhe
use of
smarttphones

An
revolutionized
many diffrent
bussiness

Its main product
the
iphone,capturing
market around
the world

Advanced
data
analytics
techiques

Which have
improved
communication

Increasing is
market share

evolop in
significant
present in
India

Interesting
market to
study the
effect of
Apple iphone



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?

