



Says

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

the cost is high
but the brand
and features
justify it

people was
will satisfies
to this
company
product

when it come to
manufacturing quality
products
or timely delivers of
orders,india still has its
struggles,according to
recent reports ,a 50%
rejection rate observed for
iphones casing made in
india

improve
camera
quality

inverts in local
manufacturing
,adjusts pricing
strategies
collaborates with
indians developers for
apps

camera
quality
improved

middle class and
upper class users who
can pay
higher for products
that provide them with
an
incredible user
experience

iphones company
was improved with
all
quality comparing to
other phones



Does

What behavior have we observed?
What can we imagine them doing?

Thinks

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

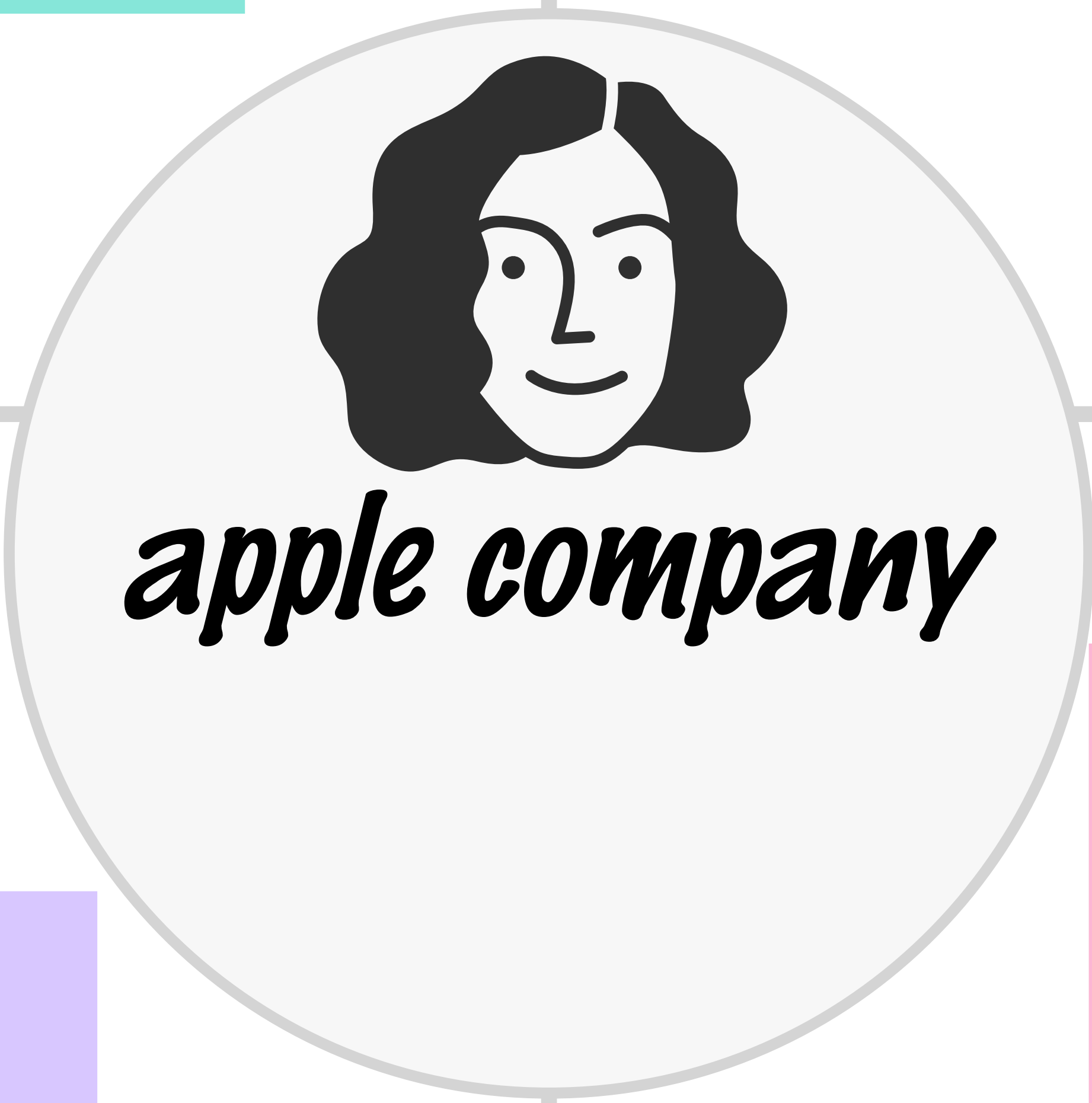


india has
many rich
people so
easy to sale

iphones are
good in
privacy and
security
system

india offers a
large and
growing market
with unique
challenges

looking at the problem
at hand differently
and brainstorming
various solution allows
to company to use a
creative approach



apple is
satisfied with
this costomer
services

proud to be part of
the apple
ecosystem and
value
the prestige and
quality of iphones

focus on
innovation,hardware
&
software,integration,
high quality
display,advanced
camera design and
user experience

comparing to
other model
phones iphone
was very
developed and
will secured

Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

