



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?



Feels

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



Does

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

IRevolution : A Data Driven
Exploration Of Apple's
IPhone Impact In India

What do you
think ?

why is this
so hard?

what brand
do you like?

where
should i
start?

what is best
for me?

I went
something
awesome

with its main
product, the
iPhone, capturing
markets around
the world, Apple .

Apple has a special
chance to increase its
market share and
develop a significant
presence in India thanks
to the countrys large
population and rising
smartphone adoption

use of smartphones,
which have
improved
communication,
connected people,
and revolutionized
many businesses.

India, one of the
economies with the
greatest economic in
smartphone usage,
making it an
interesting market to
study the effects of
Apples iphone

Each new Iphone
model unveiling
generates
excitement and
anticipation among
India buyers

By utilizing the plethora
of information Already
accessible, this research
aims to go beyond
conjecture and order to
develop a thorough
knowledge of the effects
of the iphone