



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?

If flexibility or apps are important, go for an android. create a face time link.

I phone device have some of the best cameras in the market.



Make and receive calls I phone device have some of the cameras.

The I phone is also secure ,thanks to its strong security features like fingerprint authentication and facial recognition technology.

You can sync your phone with computers at home or work ,so you can store important

It's small enough to fit your pocket or purse but big enough to go.



View participants in a grid

Make a group face time call

irevolution: A data-driven exploration of apple's iphone impact of india

Easy to use

It allows uses to access and transfer data.



Family sharing

Timely OS update

With a density of over 300ppi , pictures and videos appear clear and crisp.

The apple eco system



Retain value

No bloatware



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?