



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?

say
iphone
successful in
india 2023

say
percentage
of people in
india

say
iphone
impact of
india

think about
iphone
successful in
india 2023

think about
iphone
impact of
india

think about
model
sprcification

say
model
specification

say
compare
other phone
and iphone

think about
compare
other phone
and iphone

think about
percentage of
people use
iphone in india



RATAN TATA

compared to android
devices apple
phones offer better
perfomance .they are
built to work faster
smoother

find the
percentage of
people use
iphone in india

find the
iphone
successful in
india 2023

cost wise
high

find the
model
specification

find the
compare
other phone
and iphone

good feel
for iphone

i use mobile
for
convenince



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?