



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 has changed as a consequence of the increasing use of smartphones, which have improved communication, connected people, and revolutionized many different businesses.

India, one of the economies with the greatest economic growth, has seen a tremendous increase in smartphone usage, making it an interesting market to study the effects of Apple's iPhone.

look something like this: It's a rectangle with rounded corners, with another rectangle — the display — on the front, a circular home button below the screen, a few more buttons on the left and right sides and maybe the top, and a charging port on the bottom.

The iPhone, capturing markets around the world, Apple Inc. has emerged as a prominent player among the top smartphone makers.

India contributed close to 4% of all iPhone sales in the second quarter, growing 50% year-on-year.

behavior is **the ability of Apple's products to meet their specific needs and expectations**

Phones are often incorporated in our dreams as **symbols of internal and external communication between two parties**. Cell phones are metaphoric symbols that contain a deeper meaning reflecting some sort of personal connection.



iPhones are famous for their **privacy and security systems**. They offer security features like facial or fingerprint authentication to protect your personal information.

At Apple, we **approach everything we do with a deeper level of care and respect for your personal experience**

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

Yes, a partner, parent, or even employer can gain remote, real-time access to your iPhone using spying software

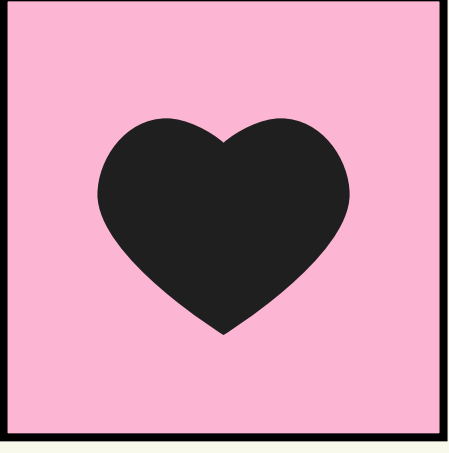
Compared to Android devices, Apple phones offer better performance. **They are built to work faster and smoother.**

By understanding and utilizing these cognitive biases, Apple is able to effectively influence consumer behavior and drive sales.



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?