



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?

Apple's sales in India hit a new high of about \$6 billion in the fiscal year

up nearly 50% from a year earlier,

showcasing the increasing importance of iPhones in a country that emerged to be the fastest growing major economy.

My chaperone's enthusiasm was palpable. You'd be forgiven for believing he'd created these iPods himself

It was simple but beautiful. All the sales staff were dressed in simple blue T-shirts and appeared to be as enthusiastic as my chaperone.

I noticed a feeling that I hadn't experienced around tech before ... a feeling of delight!



Praveenkumar R

Apple's iPhone Impact in India

I plugged in a pair of my own headphones. The audio was outstanding!

The tactile experience was unique. Like nothing, I'd experienced before.

I noticed a feeling that I hadn't experienced around tech before ... a feeling of delight!

I mean ... these things just played music, right? Why were these things so popular?

I couldn't understand what all the fuss was about.

I picked up the iPod and noticed it had a slightly grainy feel. That was somehow reassuring. It felt beautiful!



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?