



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?

Without the iPhone, it would have been impossible for the internet to make such a big impact on our lives.

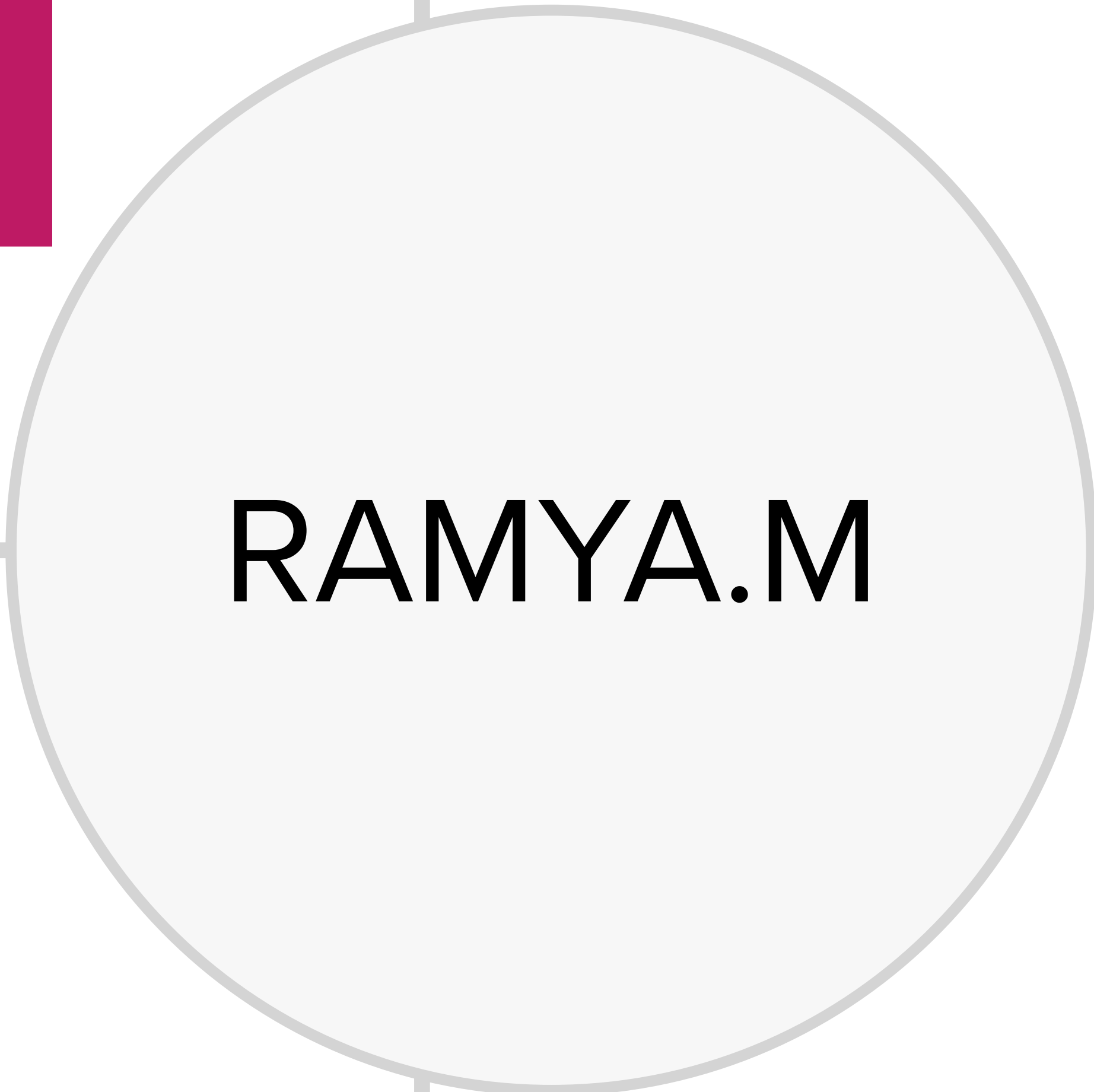
Imagine having to go home and log into a computer every time you wanted to check your email, or having to use your laptop every time you wanted to search something online

A Data-driven Exploration of Apple's iPhone Impact in India

The iPhone flipped all of that and **introduced a revolutionary new design that was sleek and elegant, with a large touchscreen that took up most of the device's front**

The user interface was intuitive, easy to use, and offered a wide range of features that were not available on any other smartphone at the time.

How did the iPhone revolutionize the mobile industry?



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Why is Apple a successful international business?

The reason behind that—and behind Apple's success—is that its devices are beautiful to look at and a pleasure to use.

That's why the company has such a powerful brand and lofty stock valuation. The marketing helps, and the media and fan frenzy never hurt.

How does iPhone impact the business world?

With an iPhone in hand, an employee could work from home or be on site with a client and still have access to company data and be connected

The iPhone **popularized the use of apps, web tools and mobility.** In many companies, both the owners and CEOs wanted iPhones after seeing their employees using them.



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?