



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?



Will it capture a highest position in the market?

Iphone will bring a great impact in India technological landscapes

Is it good for privacy and security?

Will the camera quality improve better in the future?

Changes in the model of production will impact more

Iphone apps take too much space

Provides advanced features other than other smart phones

Iphones provides smarter ways to operate

Iphone model generates excitement and anticipation among buyers

It's retina display has the best position in the market

Many buyers feel it is user friendly to use

They feel that iphone has the limited customised option



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?