



**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?

Step2:Apple's users increases in india rapidly

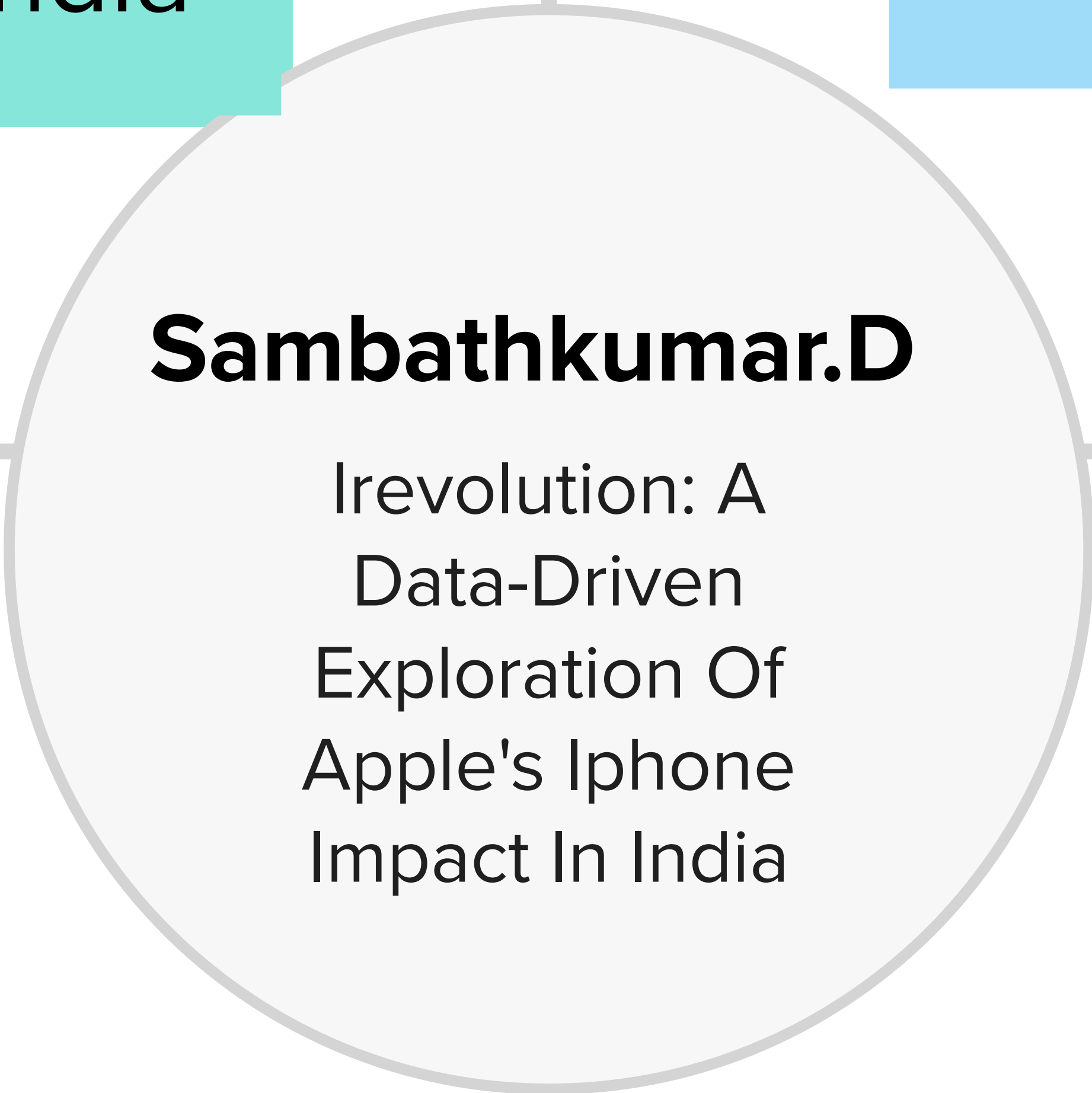
Step3:Apple's branches are opened in india to attract the users in india

Step1:I Phone Have Several Version And New Model Introduced Year By Year

Step2: india is developing country so apple target the india to develope is market.

Step3: Now a day india is digitally developing nation whichis helpful t0 us.

Step1:Apple's branches provides job for indians



\*Step1:I phones with many features ans have new models.

\*Step2: Apple branches come to india and new model come to indian market quickly

\*Step3:Apple branches offer a jobs to peoples

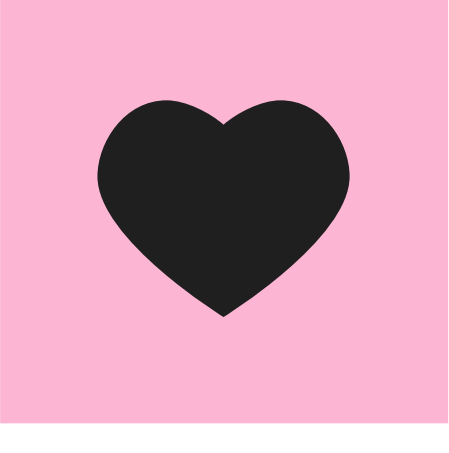
Step1: Cost of iphone is large which is difcult to buy

Step2: Government fxd a price with suitable amount

Step3: By fxing price which iphone to kind of peoples in india.



**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?