What have we heard them say? What can we imagine them saying?

The iPhone has

truly changed

the way we

connect with

the world.

Thinks What are their wants, needs, hopes, and dreams?

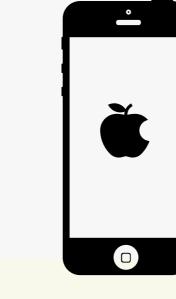
What other thoughts might influence their behavior?

Owning an iPhone makes me feel part of a global community.

It's a status symbol and a mark of success.

I can't imagine my life without my iPhone now.

I hope Apple continues to innovate and bring new features to India. It's expensive, but the features and experience are worth it.



i Revolution

A Data-driven exploration of Apple's iPhone

Share photos and videos on social media using their iPhones.

Keep an eye out for iPhone deals and discounts.

Download and use a variety of apps for work and leisure.

Pride in owning an iPhone.

Excitement iPhone

Frustration over the high initial cost.

about new releases.

What are their fears, frustrations, and anxieties?

What other feelings might influence their behavior?

Feels

What behavior have we observed? What can we imagine them doing?

