



**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?

Fast processor for best performance

What is the advantage of Apple iphone

Why everyone is buying iphone

May be this isn't the best

Why iphone better than other smart phones

Apple iphone offers more security and privacy

IRevolution: A data driven exploration of Apple's impact in India  
Team ID:  
NM2023TMID07810

More extroverted

Compare the product

Is iphone is useful for students

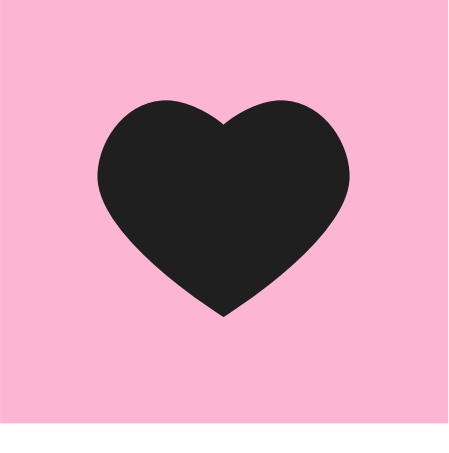
Check the website

Beautiful design and software thats easy to use

Unsure who to trust



**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?