



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?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

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



srinivasan
irevolution: A Data-Driven Exploration of Apple's Iphone Impact In India

apple market share in india was 5.1%

india became fifth largest iphone market

india contributed 4% iphone sale in second quarter

it cost was so high

normal people can't buy iphone

iphone are not friendly to other phone or system

It's have A15 Bionic powerfull processor

iphone give most important to security and privacy

iphone is very useful to all vlogers

it very easy to use

iphone is better performance than another andriod phone

No bloatware