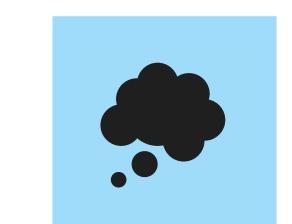
What other thoughts might influence their behavior?



DATE:30.8.2023
TEAM ID:NM2023TMID07064
PROJECT TITLE:A DATADRIVEN EXPLORATION OF
APPLE'S IPHONE IMPACT IN
INDIA

Market
Share and sales data

App Ecosystem

local Manufacturing

**Thinks** 

Consumer Behavior Economic Impact

Digital Divide

Competitive Landspace

Persona's name

Short summary of the persona

Education

and Innovation Economic impact of iPhone sales in India

Job creation, Revenue generation

Sustainability

Government

Policies

Skill Development

Explore various apps

High-quality camera for photography and video

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?



