



**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?

The camera on my iPhone takes amazing photos and videos

I love my iPhone because it's user-friendly and intuitive

The latest iPhone model has some cool new features, but it's so expensive

I wish Apple would make iPhones more affordable

The Apple ecosystem offers a cohesive experience, but it can be limiting.

I want a smartphone that seamlessly integrates into my daily life

Apple's reputation for security and privacy is important to me.

I'm concerned about the environmental impact of constantly upgrading my iPhone.



iRevolution: A Data-driven Exploration of Apple's iPhone Impact in India

"I use my iPhone for texting, calling, social media, and browsing the internet.

I rely on my iPhone for work-related tasks, emails, and productivity apps.

enjoy capturing and sharing moments through the iPhone's camera

I participate in the Apple ecosystem, owning a Mac, iPad, and Apple Watch for seamless integration

I feel a sense of accomplishment when I master a new feature on my iPhone

Frustration can arise when software updates cause issues or slow down my device

I feel connected to others through messaging and social apps on my iPhone.

There's a sense of pride associated with owning the latest iPhone model.



**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?