



**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?

"I can't wait to see what the iPhone can do next!"

"The iPhone has helped me to be more productive at work."

"The iPhone is the most advanced phone on the market."

"The iPhone is worth every penny."

"The iPhone has made my life so much easier!"

"I love my iPhone! It's the best phone I've ever had."

"The iPhone is a status symbol."

"The iPhone is a way to show my friends and family that I'm successful."



IPHONE IMPACT IN INDIA

"Uses the iPhone to be productive at work."

"Uses the iPhone to play games."

"Proud"

"Grateful"

"Uses the iPhone to take pictures and videos."

"Uses the iPhone to learn new things."

"Efficient"

"Inspired"



**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?