



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?



Apple user
A data driven
exploration of apple's
phone impact in India

There's one big reason people buy Apple products: the ecosystem. Apple has continued to build out its own ecosystem by changing the way its products interacted with one another.

Apple nearly doubled its revenue in india. Analysts said that the brand largely stayed resilient from the macro economic headwinds in india ,capuring 3% by volume and 12% by value market share in the april-june quater

KING OF PREMIUM. no hunger for ultra alternatives: Apple continued to lead charts in the overall premium segment.

PRICING, hardly a worry: Indians have invariably favoured phones listed in affordable segement ,something reflected in the market shares

Apple iphones user mention the need for more localized features and affordable options to ensure the technology's benefits are accessible to a wider population .

Apple's iOS is so smooth & fast. iPhones are more secure due to great hardware and software integration by Apple. So sleek iPhones feels really great in your hand

Apple's retail expansion and the localized services have contributed to its brand recognition and customer loyalty.

People's feelings about the impact of iPhone's in India can be influenced by various reasons such as personal value, socioeconomic status and cultural beliefs.

people may be excited about the perceived status associated with owning an iPhone, while others might be concerned about the affordability and accessibility of such devices.

Apple has brand value and everyone wants to show off that he/she is the best iPhone users are generally happier, more extroverted, more adventurous, and make more money than Android users.

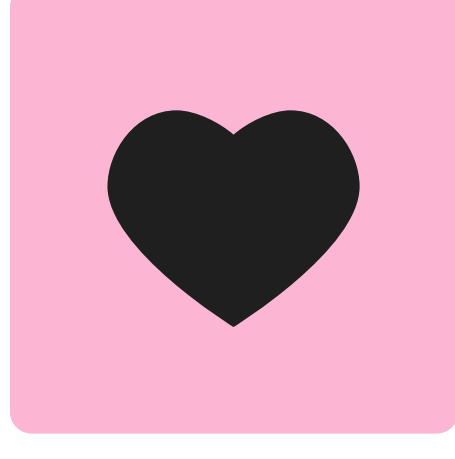
Many people don't like the closed ecosystem of apple where they make your device much less useful if you don't own other apple devices. people may be excited about the perceived status associated with owning an iphone while others might be concerned

User may want the latest iPhone models for their advanced features ,improved performances and status symbol



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?