



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?



Persona's name
Short summary of the persona

Impact on Apple and the Indian Economy:
Local companies like foxconn technology group and pegatron corp are partnering with the iphone maker generating revenue and employment in the region.

The iphone maker's expansion in india also creates job opportunities and contributes to the country's economic growth.

Here's a timeline of Apple's 15 year long journey in India from the iPhone 3G launch in 2008 to the company opening its first store in Mumbai.

The opening of Apple's own stores in Mumbai and New Delhi represents much more than the big logos of excellence, especially in a post pandemic economy. It's not just Apple's store, products have not available in India through their authorized dealers across all these years. It's just that another milestone has been crossed as one of the global's biggest marketing machines reaching our region with regular stores to boost their presence.

Apple was the second biggest revenue generating brand in india in 2022,second only to Samsung as it gained 18% of the total value of smartphone shipments, according to research firm counterpoint

The invention of the I-phone has affected people's lives and how they do things. It has also set in motion a few trends that wouldn't have been possible without I-phone. Apple has revolutionized communication , playing Games, Watching movies, listening to music, and more.

Updates the application several times.

Changes the access to the Internet(LTE, Wi-Fi etc.,).

Look at features on other devices.

People crazy to have an I-phone brands.

A lot of people fail to distinguish between the necessities and Auxiliaries.

People buy I-phone for the battery life.



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?