



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?

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

The opening of Apple's own stores in Mumbai and New Delhi symbolises India's arrival in the big league of economies, especially in a post-pandemic scenario. It's not as if Apple's iconic products were not available in India through their widespread dealer network all these years. It's just that another milestone has been crossed in one of the globe's biggest marketing successes reaching our metros with flagship stores to flaunt their presence.

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.

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 iPhone 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 the iPhone. Apple has revolutionized communication, playing games, watching movies, listening to music, and more.



Persona's name

Short summary of the persona

Updates the application several times

People crazy to have an iPhone brands.

Look at features on other devices.

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

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

People buy iPhone 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?