



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?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

What behavior have we observed?
What can we imagine them doing?



Persona’s name
Short summary of the persona

Thanks for giving overall view about exploration of apple's iPhone impact in india.

Iphone has more benefits.

Apple's iPhone will reveal many idea's.

High quality iPhone with low budget.

Good service and loyallity among consumer.

Safety and secure.

Experiencing bad battery life makes frustrations

Limited customization

Non removable battery: User cannot replace battery.

Using iPhone for business purposes.

Creating limited edition products or offering limited- time promotions.

The ability of apple's products to meet their specific needs and expectations.

 [See an example](#)