



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's presence in India will create job oppourtunities for local people in various sectors

Iphone expots reached a record by pushing the total mobile shipments in India

The company's of Iphone are too expensive for many Indian consumers

Apple Iphone has worked extremaly hard to navigate the nation's desire to protect its own economy

The growth of Indian smartphone industry has been driven by Apple's ecosystem

"The first indutry-wide factor is the growth in the premium market in India which Apple has taken advantage of"



Iphone customer

Short summary of the persona

The ability of Apple's Iphone products to meet their specific needs and expectations

Situational, psychological, environmental, and marketing factors, family and culture

Competition between technology companies, particularly in the smartphone industries

There is an ritual in India that our money determines our value to buy Apple's Iphone

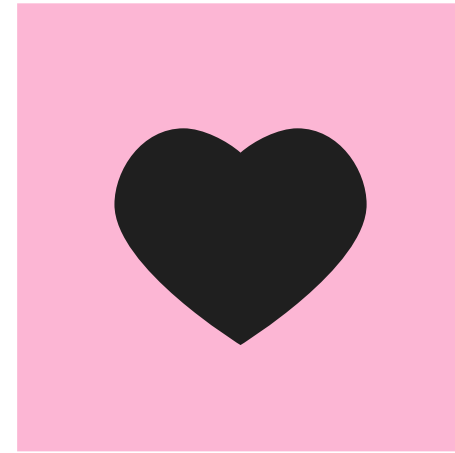
There are proposals to require tech companies to expand device repair options for consumers

The flood of apps in Iphone removed the need to open web browser at all time



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?