



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
M.Sathya
V.Sangeetha
R.Dhanalakshmi
M.Elakkiya

Apple is targeting manufacturing 25% of all of its iPhones in India

It was the first time apple produced its latest model in India so close to its launch

Last year, apple began assembling its flagship iPhone 14 in India

It Put the Internet in Our Pockets

The iPhone made mobile web browsing useful for the first time

Revolutionized communication, playing games, watching movies, listening to music, and more.

Apple Reports that 70% of its Carbon Emissions are Generated by Manufacturing and 22% by Use of Products

The iPhone leans Heavily On Recycled Materials

Mining and Manufacturing iPhones Has The Most Impact On The Environment

If you fail to follow the rules and regulations of iPhone, it causes fire, electric shock, injury or damage to property

iPhone should only be serviced by a trained technicians.

Handle iPhone with care .It is made of metal, glass and plastic and contains sensitive electronic components inside



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?