



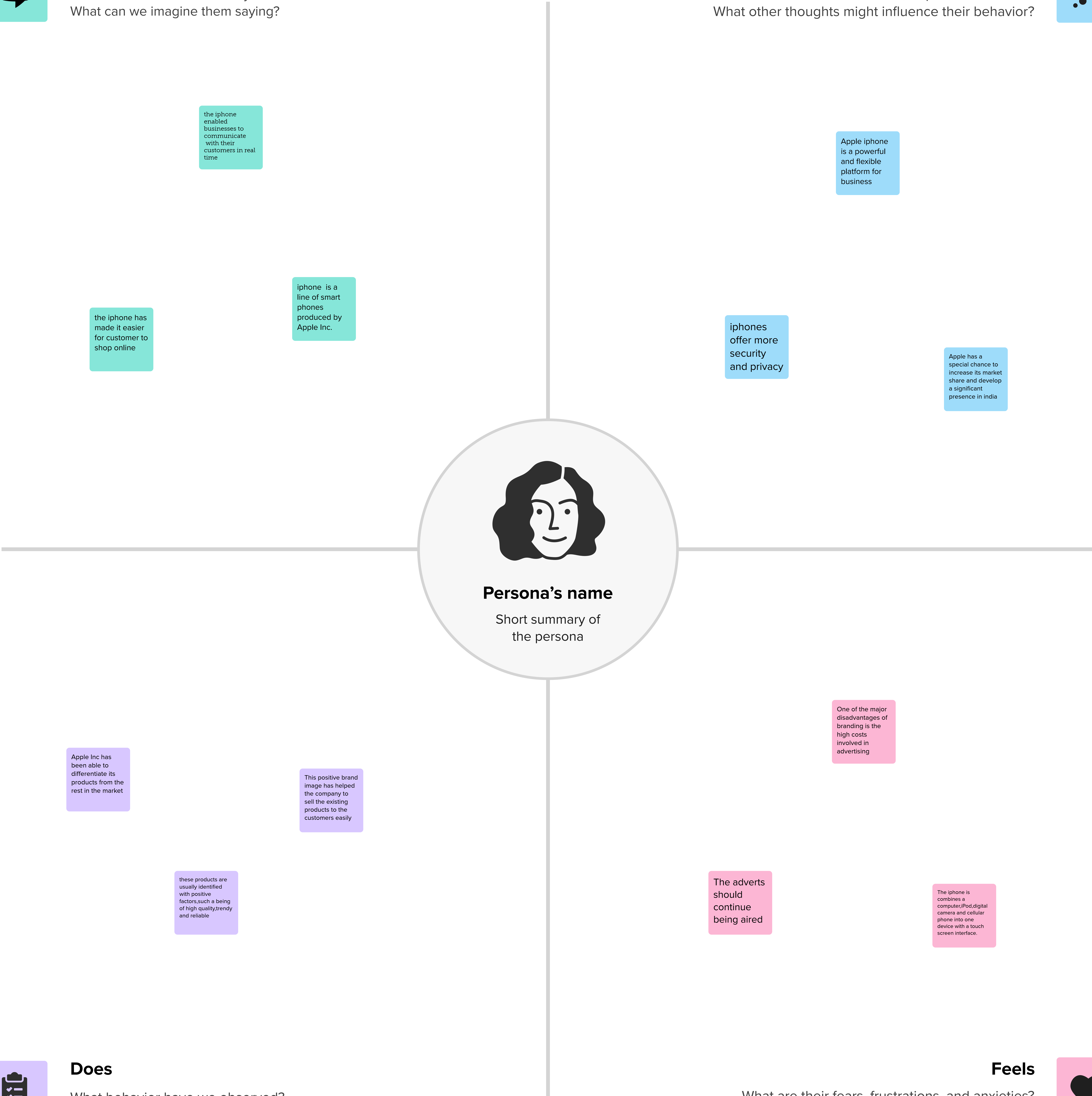
Says

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?



the iphone enabled businesses to communicate with their customers in real time

the iphone has made it easier for customer to shop online

iphone is a line of smart phones produced by Apple Inc.

Apple iphone is a powerful and flexible platform for business

iphones offer more security and privacy

Apple has a special chance to increase its market share and develop a significant presence in india



Persona's name  
Short summary of the persona

Apple Inc has been able to differentiate its products from the rest in the market

This positive brand image has helped the company to sell the existing products to the customers easily

these products are usually identified with positive factors,such a being of high quality,trendy and reliable

One of the major disadvantages of branding is the high costs involved in advertising

The adverts should continue being aired

The iphone is combines a computer,iPod,digital camera and cellular phone into one device with a touch screen interface.



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?