



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
Short summary of the persona

DIGITAL PAYMENTS:
Some users have credited Apple for contributing to the growth of digital payments and contactless transactions in the country.

STATUS AND PRESTIGE:
Many users have expressed pride in owning an iPhone, often considering it a symbol of success and social status.

ECONOMICAL BENEFITS:
"There's recognition of the economic benefits brought by Apple's presence in India, such as a job creation and investments in the retail sector."

CUTTING-EDGE FEATURES:
People often desire the latest and most advanced features in iPhones, such as improved cameras, faster processors, and innovative technologies.

ACCESSIBILITY:
Some users need more affordable iPhones that cater to their budget constraints while still offering essential features and performance.

INNOVATION:
Many people hope that Apple continues to innovate and introduce groundbreaking technologies and features in its future iPhone releases.

DEMANDING FEATURES AND VALUE:
Users with a focus on innovation and value may actively participate in discussions and feedback forums, urging Apple to prioritize features that matter most to them.

EXPLORING ECO SYSTEM SYNERGY:
Users aiming for ecosystem integration may invest in other Apple products like iPads, MacBooks, and Apple Watches to create a seamless digital experience.

INNOVATION AND ENTREPRENEURSHIP:
People with entrepreneurial dreams may explore app development for the iOS platform, tapping into the potential of the App Store to reach a global audience.

LIMITED ACCESSIBILITY:
Fears of limited accessibility arise from concerns that iPhones may not be available or affordable to a broader segment of the population, potentially excluding some from the benefits of technology.

DEPENDENCE ON APPLE ECOSYSTEM:
Some individuals may find themselves frustrated by the ecosystem lock-in, where their investment in Apple products makes it challenging to switch to other platforms.

TECHNOLOGICAL OBSOLESCENCE:
There might be anxiety about the rapid pace of technological advancements, with users worrying that their iPhones may become outdated quickly.



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?

See an example