



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?

With live listen your  
iphone or ipad can  
act like a  
microphone that  
sends sound to your  
Airpods or Beats.

someone can listen  
to your phone calls,if  
they have the rights  
tools and they  
known how to use  
them.

when you look at  
your caller id,  
you will see the  
incoming caller's  
name and  
number.

use a reverse phone look up  
service such as truth finder,  
intelius,instant,checkmateor  
beenverified.

Production linked  
incentive scheme  
introduced by  
the modi  
government.

Apple typically  
announces its  
new line up of  
iphone at its  
annual event.



Persona’s name

Short summary of  
the persona

Ease of use don't  
worry if you are  
not a nerd;you  
won't have  
problems using  
it.

Apple's iphones  
are typically  
compatible with  
Indian cellular  
networks.

They offer security  
features like facial or  
fingerprint  
authentication to  
protect your  
personal  
information.

The iphone is one  
of the two largest  
smartphone  
platforms in the  
world alongside  
Android.

If your iphone is  
locked to a US  
carriers, it must first  
be unlocked in order  
to work with an  
Indian carrier.

The iphone has  
generated large  
profits for  
Apple,making it one  
of the world's most  
valuables publicly  
traded compaines.



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?