



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?

Mobile phones are essential for everybody today.

Indian people feel free to handle the Apple iPhone.

In India, usage of Apple iPhone were low.

If the project has been published, people can understand the impacts.

We can know, what type of people use this Apple iPhone.

If the findings of this project is published, people will able to buy it.



Persona's name

Impact of Apple iPhone in India

We can increase the usage of Apple iPhones by increasing it's security features.

Apple iPhone's last only around 2-3 years, if it might increase to atleast 5 years, then the number of products for sale will increase.

The Marketing of Apple iPhone will increase in India, if it's cost would be affordable for all to buy.

Students love iPhones due to it's forceful Marketing.

People love iPhones only because they know it's usability

It is costly tat the perception of Apple iPhone is a Luxury Brand.



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?