



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?

I need valuable insights into the iPhone's impact on the Indian market.

We need to assess our iPhone's performance in India.

We need to assess our iPhone's performance in India

I want data-backed information to make informed decisions

I love using iPhones for their features and status.

We need to compete with Apple in the Indian market.

I love using iPhones for their features and status.

How can we differentiate our products and capture market share?



Persona's name

Short summary of the persona

Buys iPhones, checks for reviews, and shares experiences with peers.

Conducts market research, launches new products, and adjusts marketing strategies.

Curious, determined to understand the market dynamics.

Concerned about market share, growth opportunities, and brand perception.

Collaborates with researchers, provides data, and may use the insights for strategic decisions.

Searches for research reports, looks for data sources, reads relevant articles, and seeks expert opinions.

Proud, sometimes frustrated with pricing, and wants to stay up-to-date.

Competitive pressure and a need for innovation.



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?