



### Says

What have we heard them say?  
What can we imagine them saying?

- Many features, Quality and updates.

- iPhone is very good privacy and security condition.

- iPhone also have third party security.

- iPhone has timely OS updates

- It has no bloat ware.



### Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

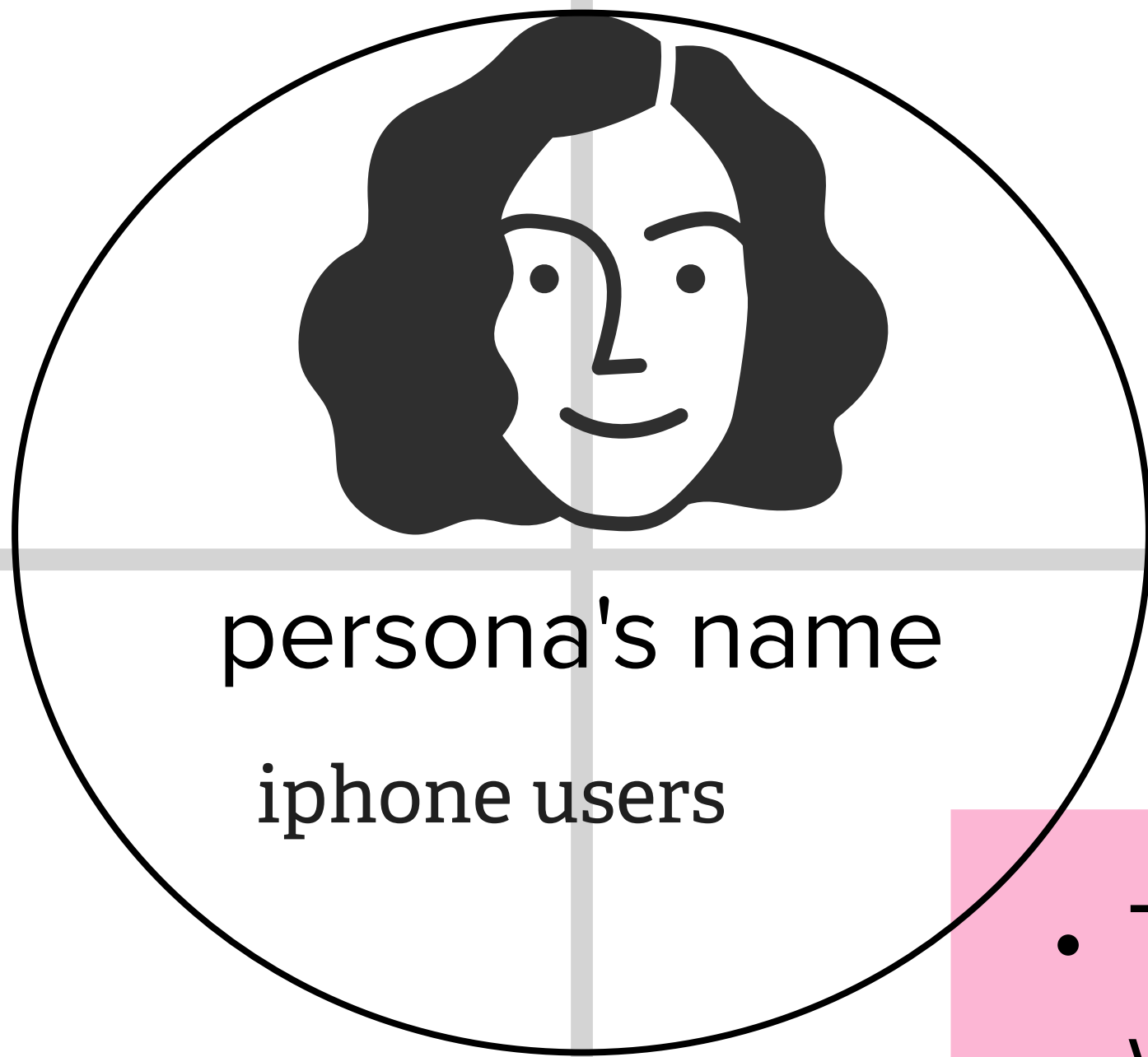
- Apple Inc designs, manufactures, and markets smartphones, tablets, personal computer and wearable devices

- The iphones are made with more expensive and it is very rare to use.

- iPhones in India will help the company to cut down the cost price and it can save tax on imparting units from different countries

- iPhones are made with high quality materials

- iPhone even steps apps from tracking your activity online because of a limited OS and platform.



persona's name  
iphone users

- The updates version of Apple's iphone wil launch iPhone 15 swries, on september 12,2023 in cupertino

- The iphone 14 plus has a good battery life.

- They are built to work faster and smoother. Even the iphone models work well and have smooth functioning.

- Excellent internal storage, iphones feel like a magical illustration.

- Intermis of fncctionality, Apple known how to create a product that's really easy to use.

- Expanding smartphone adoption by understanding the social impact

- The iPhones stands for internet, individual, instruct, inform and inspire.

- Research must focus on how apple's iPhone has affected buisness in India

- They are over priced.

- To develop the high storage capacity.



### 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?