Thinks What are their wants, needs, hopes, and dreams?

What other thoughts might influence their behavior?



There is a great ease across all apple devices.In case of inaccessibility of one device any document can be accessed from any other linked apple devices with ease.

Users possess brand loyalty and become promoters themselves.

Outstanding customer

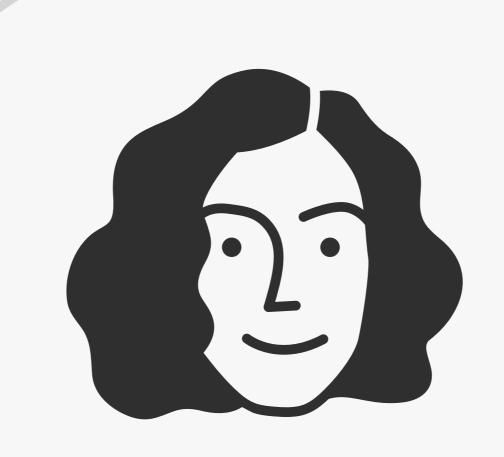
service.

Been at the forefront of innovation.

Being a multinational giant, it has a market cap of 2.8 trillion dollars as of August 2023.

Has strategic partnership with Nike, Disney, IBM as an new opportunity for growth.

Designs, manufactures, markets its products with an extraordinary supply chain.



Persona's name

Short summary of the persona

It has been a life saviour and has helped users in accident detection, heartrate, BP and has detected health issues in advance and have warned accordingly.

Preference-Quality over Quantity.

No requirement of

any third party

application as all

features are

available as default

functionality.

friendly interface. Feel proud of having a

premium(niche)

brand.

User

Feel Secure-no risk of malware attacks and privacy threats.

Best camera quality and best software optimization.

Satisfied with the durability of the product.

Feel the thrill of using the latest innovations which are not available on other phones.Exclusive functionalities for iphone users alone.

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



Does

What behavior have we observed? What can we imagine them doing?

