



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?

iPhone is a line of smart phone produced by Apple Inc

The iPhone was the first mobile phone to use multi touch technology

In 2011 new CEO Tim Cook changed Apple's manufacturing strategy to diversify its suppliers

The iPhone 4s in 2012 was the first model to be manufactured by two stand-alone companies:Foxconn and Pegatron

The first generation iPhone was announced by Steve Jobs on Jan.9,2007

Apple has annually released new iPhone models and iOS updates

In 2022 Apple announced that a portion of iPhone 14 would be manufactured in Tmil Nadu , India

Apple has stated that they plan to shift 25%of iPhone production to India by 2025



Persona’s name

Short summary of the persona

Apple focuses on the Unique Value Proposition (UVP)

It is expected to sell over 9 million iPhones in India from over 6.5 million in 2022

The original iPhone has been described as "revolutionary" , "breakthrough handled computer and "the best phone that anybody has ever made"

As of 2021 the iPhone has higher brand loyalty than any other smartphone

The original iPhone was heavily promoted before its official announcement , creating buzz and anticipation

A key factor leadng 87%o of U.S. teenagers to use iPhones

The iPhone's success has led to the decline of incumbents Nokia, BlackBerry and Motorola

On July 27, 2016 Apple announced that it had sold their 1 billionth iPhone



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?