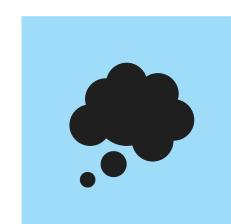
What are their wants, needs, hopes, and dreams?

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

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

Apple has annually released new iPhone models and iOS updates



Persona's name

Short summary of the persona

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:Faxconn and Pegatron

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

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

Apple focuses on the Unique Value Proposition (UVP)

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

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 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?

The orignal iPhone

promoted before its

announcement,

creating buzz and

was heavily

anticiption

official

Feels What are their fears, frustrations, and anxieties?

