

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?



The world has changed as a consequence of the increasing use of smart phones.

India one of the economics with the greatest economics growth.

With its main product, the iPhone, capturing markets around the world Apple Inc.

Which have improved communication, connected people, and revolutionized many different businesses.

In order to shed light on important factors like market peneteration customer preferences and societal changes.

Apple has a special chance to increase its market share.



Persona's name

Short summary of the persona

The uses of scents in marketing is also known as olfactory scents.

The study will offers invaluable insights into the transformative impact.

I phone on india technology landscape and the lives of its costumer.

The I phone made mobile web browsing useful for the first time.

Soon came flood of apps which removed the need to open a web browser at

Overall strategy focusing on distribution and affordability.



Does

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



See an example

Feels

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

