

Says

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

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



14 in model in apple's iphone

Stands for internet, individual , instruct, inform, and inspire.

Digital
camera,combining
mobile
telephone,and
personal computing
technologies.

Thinks

The stable economies of developed countries

Apple now is looking to raise its market share to an impressive 7% by the end of this calendar year.



Apple's iphone impact in india

Short summary of the persona

Privacy
and
security
systems.

Consumers
becoming
more
dependant on
digital system.

Luxurious

The increasing use of mobile devices and mobile access.

The rising of disposable in income among apple's target customers.

Unaffordable and low self dignified.

waste of money

Does

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



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



