



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 has high secuarety
protocal so if was liked many
of people

theimact of apple
revolution of india
deccress the trade
of mobile phone
of other brands in
india

one who has
iphone they was
consider of well
riched proson
because of high
cost

apple
revoluted
increases the
production of
ipone in
india

apple has spesial
chance to
increases to market
share and devolep
a signifcaton
presents in india

low price ,new
featuers and there
advanced update



Persona’s name

Short summary of
the persona

this helps to
devolep the
idea about their
new products

the apple creates
new featuers
electyronical items
to reach more
people and
cuestomers

applewill
introduce more
featuers device
and advanced
technologies

ipones is the
most
treanding
accessors

apple
maintained a
high classified
rank in
technoligical
industris



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?