



Says

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

India is the largest market that the iphone has not fully cracked, meaning it is critical for sales growth.



Thinks

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

India contributed close 4 percent of alll iphone sales in the second quarter,growing 50 percent year-on-year.



Persona’s name

Short summary of the persona

Iphone have changed little things to like gum sales.

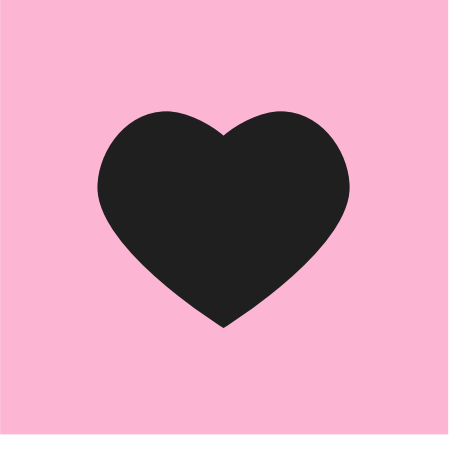
The iphone transformed photography from a hobby to a part of every day life.

Iphones made apple the worlds most valuable company.



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?