

The iphone 13

series were most

2023,grabbing 52%

market share of all

iphones soled in

shipped in Q2

The iphone

in product

innovation

achieved success

through Apple's

core competency

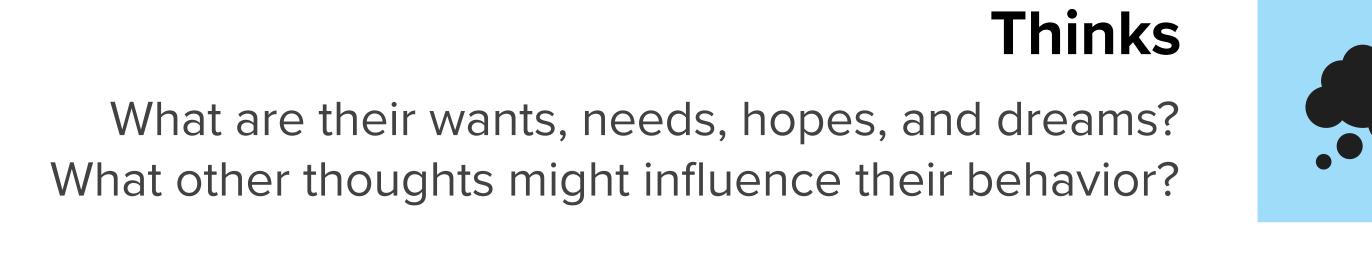
the iphone

made mobile

web browsing

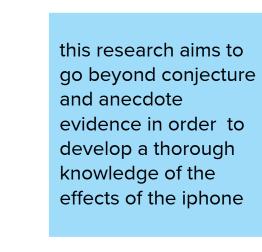
useful for the

first time









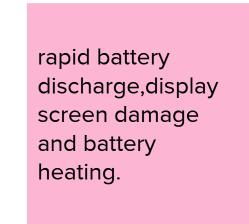


Persona's name

Short summary of the persona

> Gave rise to whole new business models







Does

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

apple wants to

move more than

18per cent of its

production to india by 2025



revolutionized

communication,

games,watching

music and more.

movies, listening to

See an example



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

