



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?



Persona's name

Short summary of the persona

Change as a consequence of the increasing use of smartphones

Apple's iphone was a great success because it made communication more convenient than ever before

The iphone 13 series were most shipped in Q2 2023,grabbing 52% market share of all iphones soled in India

The iphone achieved success through Apple's core competency in product innovation

Apple design-centric approach has been a major factor in its success, leading to products that are both pleasing to look at and highly functional

this research aims to go beyond conjecture and anecdote evidence in order to develop a thorough knowledge of the effects of the iphone

revolutionized communication, playing games,watching movies, listening to music and more.

the iphone made mobile web browsing useful for the first time

Gave rise to whole new business models

apple wants to move more than 18per cent of its iphone production to india by 2025

iphones sales were adding one-quarter to one-third of a percentage point to the annualized growth rate of the gross domestic product

rapid battery discharge,display screen damage and battery heating.



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?