



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?



I want a high-quality smartphones that fits my budget.

Are foreign companies complying with local regulations?

We aim to expand our market share in India.

We need to encourage local manufacturing and boostthe economy.

How can we offer compelling alternatives to the iphones?

How can we make the iphones more accessible to customers?



Persona's name

Short summary of the persona

Reviews and compares iphones models,creates content,and influences buying decisions.

Competitive pressure from Apple's premium offerings.

Offers financing options,promotions,and store-level marketing.

Inverts in marketing,explores pricing strategies,and collaborateswith local retailers.

Pressure to meet sales targets and negotiate with Apple.

Excitement about new releases,but also critical of Apple's pricing.



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?

