



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

apple's brands attracts customers, but the margins are low

our iphones are making a significant contribution to the indian market

we want to encourage local manufacturing and reduce imports

are iphones worth the high price for me

how can we promote 'make in india' for iphones

how can we create apps that appeal to indian iphone users

apple: marketing campaigns, pricing adjustments, product launches

indian consumers: research, purchase decision, app downloads

indian government: policy changes, incentives for local manufacturing

frustration: over the high cost of iphones

excitement: when seeing growth in sales and market share

concern: if facing challenges with pricing and competition



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?