



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?

"iphones are a status symbol among mypeers ".Apple products are known for their quality and design."

"Apple's investment in Manufacturing and job creating in india has positively impacted the local economy, providing opportunities for skilled workers."

There's strong desire for robust privacy and security measures, given the increasing reliance on smartphones for sensitive transactions.

Many dream of an inclusive tech ecosystem where Apple products are accessible to a broader section of the indian population.





IRevolution: A Date-driven  
Exploration of Apple'S  
Iphone impact in india.

Short summary of the persona

Many people in Indian want more afforable iphone models or pricing strategies tailored to the local market.

The opinions and choices of friends,family and social,circles can strongly influence individuals.

Anxiety often surrounds data privacy and the security of personal information ,particularly in the context of data breaches and cyber threats.

The desire for the latest features,technology, and design can motivate individuals to purchase newer iphone models and accessories.



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?