



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?

The first -geneation Iphone came preloaded with a suite of apple software, including ITuens,the safari web browser and IPhoto

IPhone 3g,3GS.apple released the second-generation iPhone and iPhone operating system(OS)2.0 on June 9,2008

iphone sales made up appoximately 48.5 percent of appie's total revenue in the third quarter of the company's fiscal year 2023

iphone sales usually contribute to half or more than half of apple's overall sales revenue

apple's other business such as the apple watch and the iTunes store have been bringing in growing shares of revenues,from around five percent in 2017 to over ten percent in the third quarter of FY 2023



Persona's name

Irevolution:A data-driven exploration of apple's iPhone impact in india

The phone is highly responsive in every way

The iPhone is a smartphone made by Apple that combines a computer,IPod,digital camera and celluar phone into one device with a touchscreen interface

the Iphone runs the IOS operating system,and in 2021 when the Iphone 13 was introduced ,it offered up to 1 TB of storage and a 12 megapixel camera

The UI is sharp and clean

The layout is such that you just know where everything is going to be



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?