



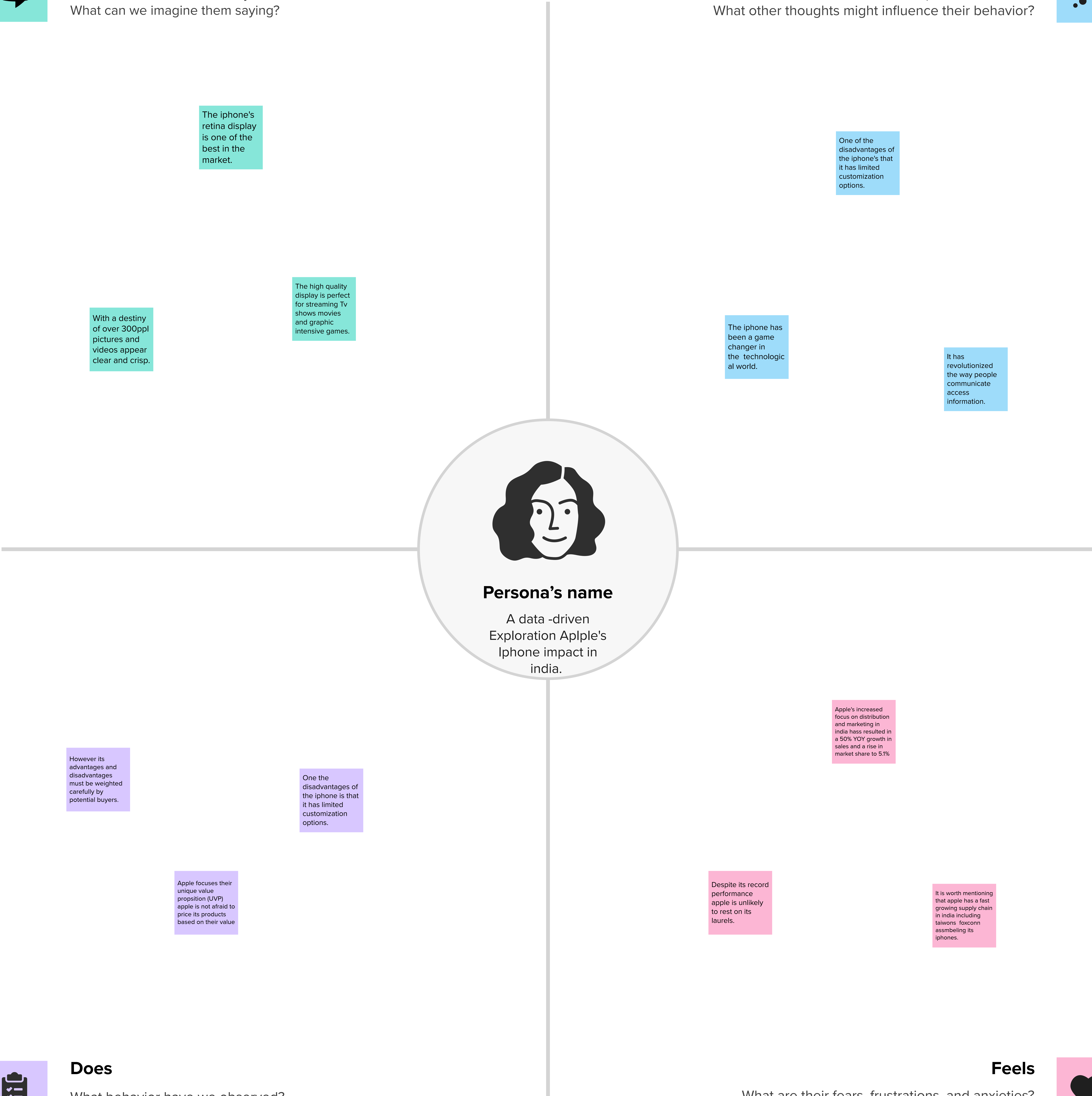
Says

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

A data -driven
Exploration Aplple's
Iphone impact in
india.

The iphone's retina display is one of the best in the market.

With a destiny of over 300ppl pictures and videos appear clear and crisp.

The high quality display is perfect for streaming Tv shows movies and graphic intensive games.

One of the disadvantages of the iphone's that it has limited customization options.

The iphone has been a game changer in the technologic al world.

It has revolutionized the way people communicate access information.

However its advantages and disadvantages must be weighted carefully by potential buyers.

One the disadvantages of the iphone is that it has limited customization options.

Apple focuses their unique value propisition (UVP) apple is not afraid to price its products based on their value

Apple's increased focus on distribution and marketing in india hass resulted in a 50% YOY growth in sales and a rise in market share to 5.1%

Despite its record performance apple is unlikely to rest on its laurels.

It is worth mentioning that apple has a fast growing supply chain in india including taiwons foxconn assmbeling its iphones.



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?