



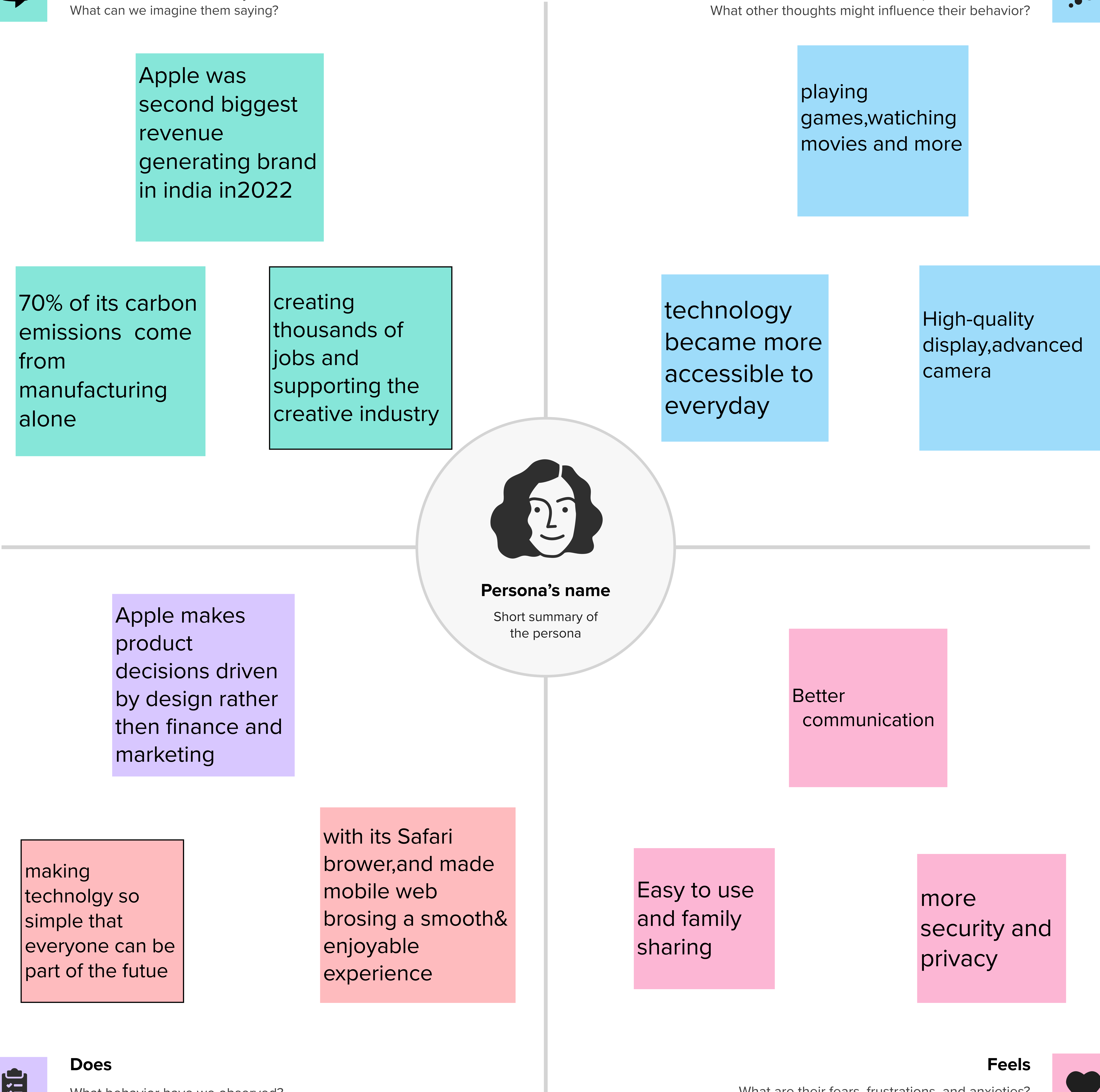
Says

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?



Apple was
second biggest
revenue
generating brand
in india in2022

playing
games,watiching
movies and more

70% of its carbon
emissions come
from
manufacturing
alone

creating
thousands of
jobs and
supporting the
creative industry

technology
became more
accessible to
everyday

High-quality
display,advanced
camera



Persona's name
Short summary of
the persona

Apple makes
product
decisions driven
by design rather
then finance and
marketing

Better
communication

making
technolgy so
simple that
everyone can be
part of the futue

with its Safari
brower,and made
mobile web
brosing a smooth&
enjoyable
experience

Easy to use
and family
sharing

more
security and
privacy



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?