

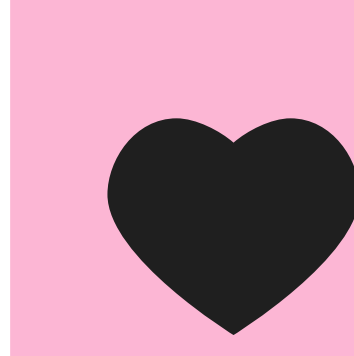
Says

What have we heard them say?
What can we imagine them saying?



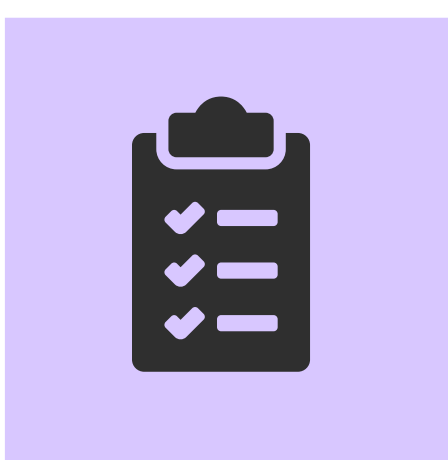
Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

What behavior have we observed?
What can we imagine them doing?



Persona's name
Short summary of the persona

It has been particularly challenging for apple to crack the indian market.

Apple's sales in india grew by over 140% YoY in Q4 2020.

Despite the heigher price point compared to other local brands.

Making it easier for people to afford the product, which can impact there purchasing behaviour.

Iphones have become essential devices for many Indias to stay connected, productive, and entertained

Apple's iphone has had a significant impact on indian consumers and their aspirations.

Although apples iphone has a strong presence in most Western markets,it is impact india has been limited due do high prices.

Fear of losing data, contacts or photos due to sync or backup errors.

Intense competition frim local smartphone manufacturers, such a Xiaomi, Samsung and Vivo

Apple iphone impact in india as created a mixed impression among the populapion.

Apple iphone may detect depression and anxiety by scanning face of users in future

Anxitey over social pressure to upgrade to the latest models or keep up with friends and peers who have the newest technology.