



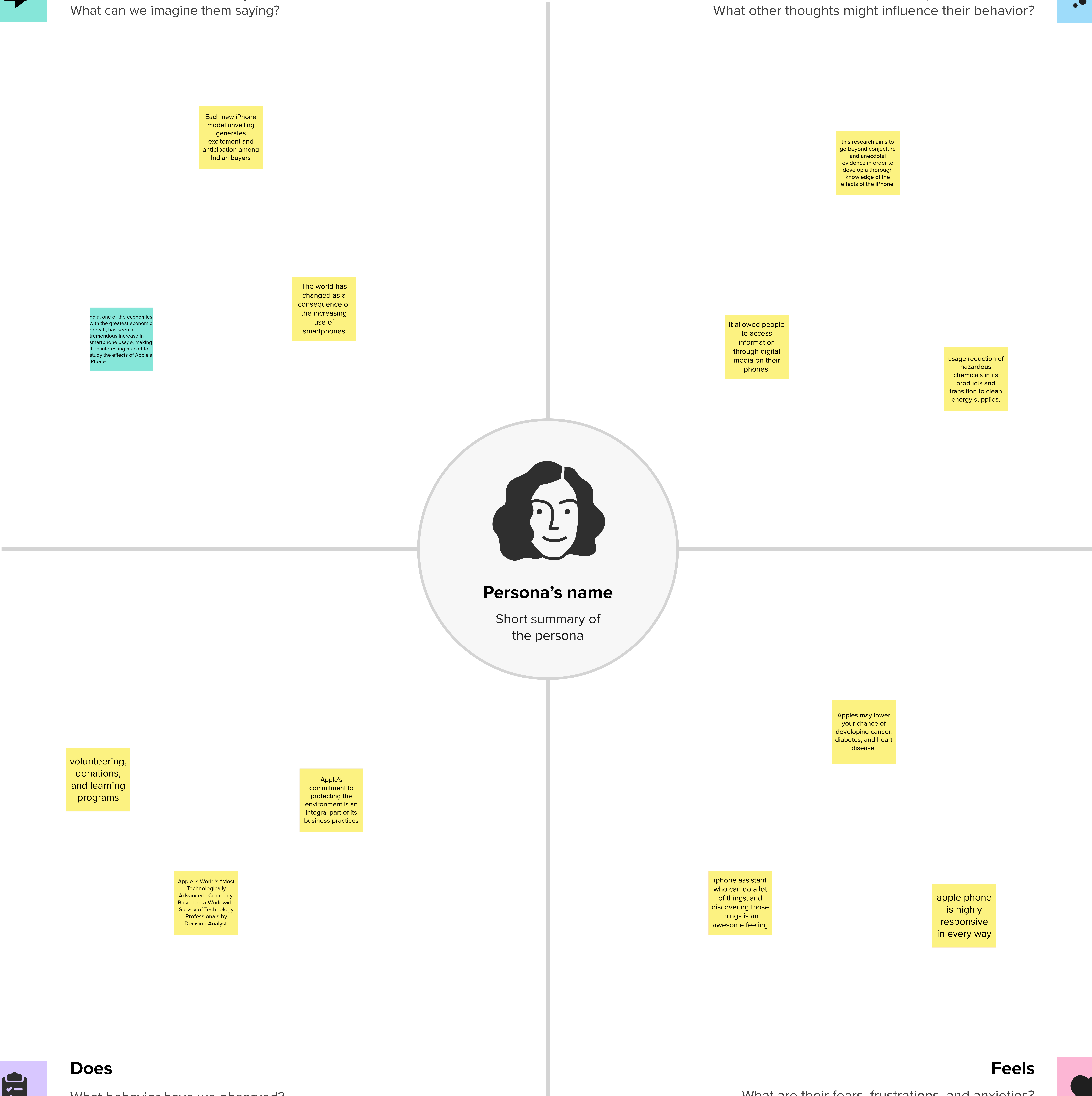
Says

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?



ndia, one of the economies with the greatest economic growth, has seen a tremendous increase in smartphone usage, making it an interesting market to study the effects of Apple's iPhone.

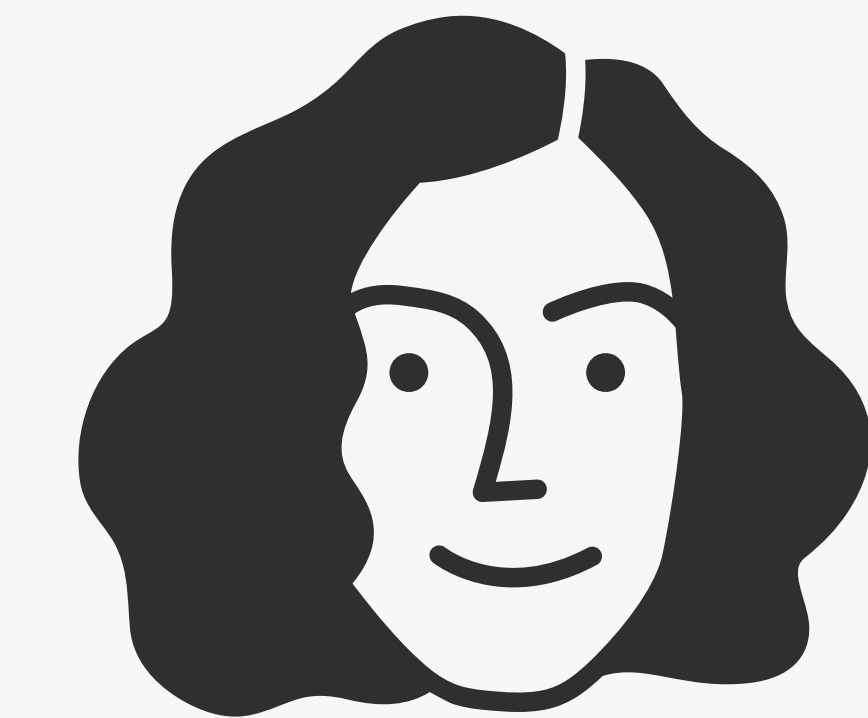
Each new iPhone model unveiling generates excitement and anticipation among Indian buyers

The world has changed as a consequence of the increasing use of smartphones

this research aims to go beyond conjecture and anecdotal evidence in order to develop a thorough knowledge of the effects of the iPhone.

It allowed people to access information through digital media on their phones.

usage reduction of hazardous chemicals in its products and transition to clean energy supplies,



Persona's name  
Short summary of the persona

volunteering, donations, and learning programs

Apple's commitment to protecting the environment is an integral part of its business practices

Apple is World's "Most Technologically Advanced" Company. Based on a Worldwide Survey of Technology Professionals by Decision Analyst.

Apples may lower your chance of developing cancer, diabetes, and heart disease.

iphone assistant who can do a lot of things, and discovering those things is an awesome feeling

apple phone is highly responsive in every way



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?