



Says

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

"I use my iPhone for everything - communication, entertainment, and work."

"Apple's iPhones are a status symbol in India; owning one is a statement."

"I prefer iOS apps because they are well-designed and offer a seamless experience."



Thinks

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

"The iPhone has transformed the way we connect with each other and the world."

"Apple's ecosystem, including iCloud and the App Store, simplifies my digital life."

"I wonder how Apple is contributing to the Indian economy and society."



Persona's name

Short summary of the persona

"I upgrade to the latest iPhone model as soon as it's available."

"I spend a significant amount of my day using iPhone apps."

"I rely on my iPhone for both personal and professional tasks."

"I feel proud to own an iPhone; it reflects my success and taste."

"I'm concerned about the environmental impact of constant iPhone upgrades."

"The iPhone makes me feel more connected to my friends and family."



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?