

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?



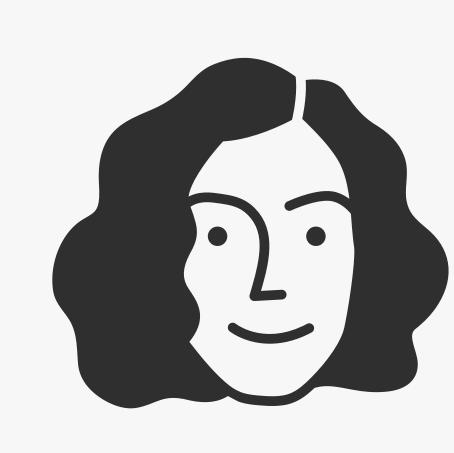
India become
Apples fifth
largest iphone
market in the
second quarter
for the first time

Revolutionized communication playing games watching movies, listening to music and more.

It can help Apple make more sales and generate more revenue from the indian market Apples Employee giving program, corporate dontions, and grant support organizatioon in communities around the world.

Iphone contributiing to the nations industrial growth,inculcating technological innovation,and creatinig thouosands of jobs.

It allows the coompany to showcase its products to potential customers in the coountry.



Persona's name

Short summary of the persona

The extent of local iphone manufacturing in India and its impact on price, availability and employment.

Apples pressence has affected the competitive landscape of the india smartphone market.

The iphone has an intutive user iinterface that makes it easy to navigate.

The decisions was rooted iin the fact that it would save Apple a lot of money.

An iphone has a lower-resolution camera sensor but the processing on that camera is so highl;y refined with custom hardware and carefully designed.

The iphones rating display is on of the best in the market.



Does

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



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



