

Says

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

wwhat are
the iphone
history?

how did the
iphone
impact on
society?

why iphone
usage is to
difficult?

why does apple
prefer india over
china for
iphoneproduction?

Thinks

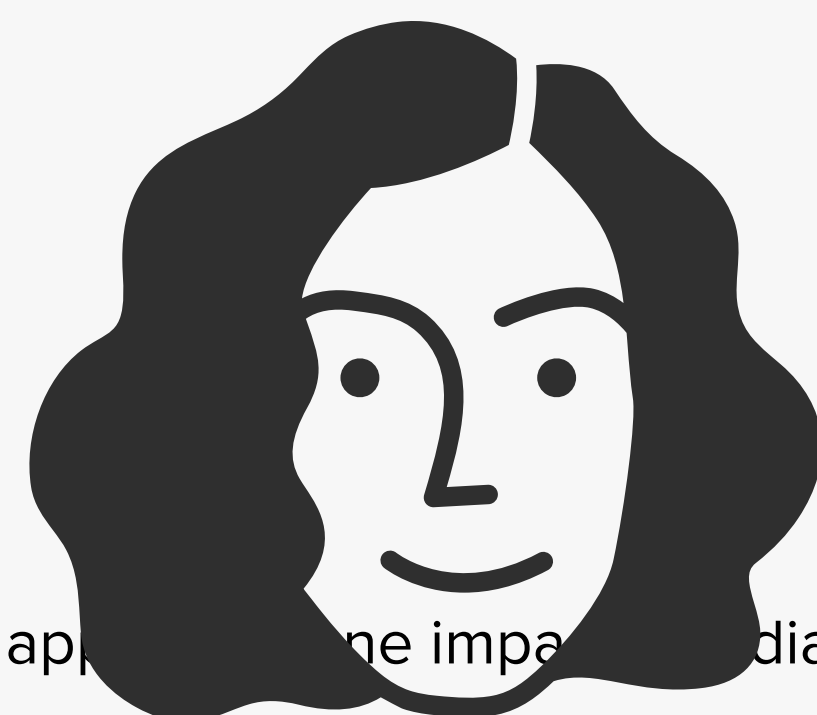
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

how many
iphone users
are there in
india?

what is
iphone
benifits?

what arethe
environmental
impacts of
production
technology

what is the
strategy and
uniqueness
off iphone?



apple iphone impact india

Short summary of
the persona



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?



[See an example](#)