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?



Some people may appreciate the technological advancements and convenience that iphone's bring

Others might
express
concerns about
the high cost of
iphone the
affordability gap

Thinks how they are changed people's buying habits

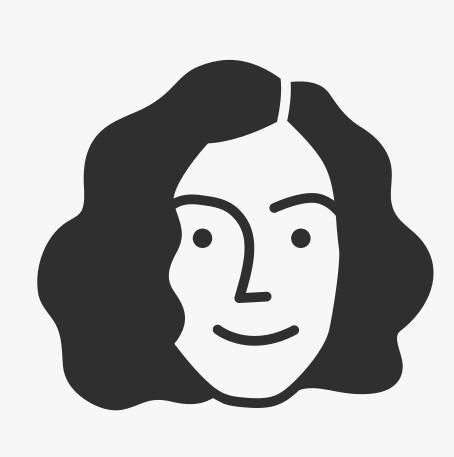
Thinks what kind of models could suit for my preferences

Some people may have concerns about affordability or the impact on local smartphone manufactures

Some people might highlight the positive aspects of iphones like the status symbol they

Thinks how they are impacted the indian economy and technology scence

Thinks how many iphone's are being used



Persona's name

Short summary of the persona

Using helpful features like siri for voice commands and assistance

I would explore the app store to discover new and exciting apps that can enhance my productivity, creativity and entertainment

I often feel a sense of pride and excitement when i have on iphone

I enjoy the phone's smooth performance and design

Accessing the internet for browsing, searching and staying updated

Keeping organized with calendars ,reminders and notes

I feel happy and satisfied with my iphone

I love the camera for capturing moments



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?

