



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?

This study will offer invaluable insight into the transformative impact of the iphone on India's technological landscape.

Apple Inc. has emerged as a prominent player among the top smartphone makers.

This study will offer the lives of its consumers by using advanced data analytics techniques and analyzing large datasets.

This research report will perform a data driven investigation of the impact of the phone in India.

India has seen tremendous increase in smartphone usage making it an interesting market to study the effects of Apple's iphone.

Apple has developed a significant presence in India thanks to the country's large population and rising smartphone adoption.



Persona's name

Short summary of the persona

It shed lights on important factors like markets penetration customer preferences, economic remifications and societal changes.

Which have improved communication, connected people and revolutionized many different business.

Apple has a special chance to increase it's market share.

With it's main product the iphone capturing markets around the world.

Each new iphone model unveiling generates excitements and anticipation among Indian buyers.

By utilizing the plethora of information already accessible this research aims to go beyond conjecture and anecdotal evidence in order to develop through knowledge of the effects of the iphone.



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?