



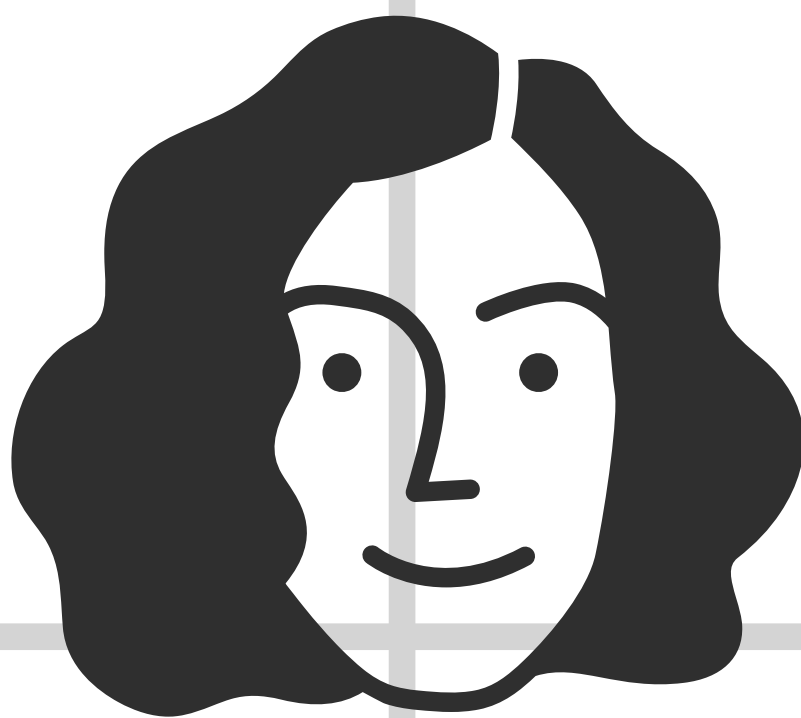
Says

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?



IPhone Impace in India

Short summary of the persona

The invention of Iphone has affected people's lives and how they do things.

Iphone 14 and Iphone 14 plus introduce ground breaking new technologies and important safety capabilities.

The Iphone made mobile web browsing useful for the first time.

Apple has a special change to increase its market share and develop a significant presence in India.

Iphone devices have some of the best cameras in the market.

Compared to Android devices Apple phone offer better performance,they are built to work faster and smoother.

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

The Iphone has an intuitive user interface that makes it easy to navigate.

The batteries are non removable which means that users cannot replace them.

High quality display the Iphone retina display is one of the best in the market.

The Iphone is one of the most expensive smart phones on market.

Iphone has no expandable storage options.



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?