



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 contributed close to 4% iphone sales in the second quarter growing 50% year on year

44.7% of iphones user in india are in the 25-34 age group

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

iphones have a series of processors that apparently deliver better and smoother performance compared to android phones

apple was the second biggest revenue generating brand in india in 2022

india become apple's fifth largest iphone market in the second quarter

apple now is looking to raise to an impressive 7% by the end of this calender year

ADITHYA MALIK is the first buyer iphone in india



Persona's name  
Short summary of the persona

one of the primary reasons for apple's success is its focus on innovation and design

apple company gives more important to customers privacy and security

combines acomputer , ipod , digital camera and cellular phone into one device with a touchscreen interface

india is the largest market that the iphone has not fully cracked , meaning it is critical for sales growth

apple has more recently ramped up iphone production in india , assembling more than \$7 billion worth there in the last fiscal year

internet , individual , instruct , inform and inspire

creating thousands of jobs and supporting the creative industry

apple company never dispoint the customer expectations and satisfactions



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?