

Says

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

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



Thinks

consequence of the increasing use of smartphones

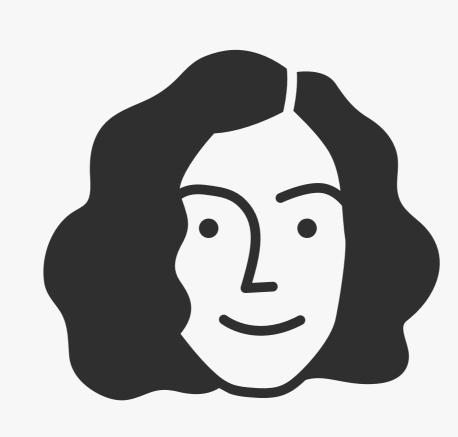
data-driven investigation of the impact of the iPhone in India

the iPhone, capturing markets around the world

, making it an interesting market to study the effects of Apple's iPhone

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

the country is emerging as a major manufacturing centre for iPhones



Persona's name

Short summary of the persona

The iPhone changed that with its Safari browser, and made mobile web browsing a smooth & enjoyable experience

More Employment Opportunities

India is the largest market that the iPhone hasn't fully cracked, meaning it is critical for sales growth FT's report says that Tata, one of Apple's suppliers, has seen only a 50% yield in their production

Apple iPhone was
through a tie-up with
two major
telecommunications
service providers in
India, namely, Bharti
Airtel and Vodafone

the device accounts for over half of its revenue!



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?

