



Says

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

If the project has been published people can understand

can know what type of people use this apple phone

Can widely use this phone in India



Persona's name

Short summary of the persona



Thinks

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

Mobile phones are essential for everybody today

The use of apple phone are increasing now due to its security and other application features

In India use of apple phones are few

If the findings of this project is published people rushed to buy apple phone in india even it is costly

The marketing of apple phone will increased

The people in India will feel free to handle the apple phone



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?