



Says

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

Uses of i phones and smart phones in India.

Improved communication and connected people through smart phones and i phones.

Type your paragraph...

It creates great revolution in Indian economic growth and also in share Markets.

The i phone and apple inc. has emerged as a prominent player among the top smart phone makers.



Thinks

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

The iphone's retina display is one of the best in the market.

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

The iphone is one of the most expensive on the markets compared to android phones on the market.



Persona's name

Short summary of the persona

As phoens get more practical and simpler to use, we spend more time using them, this is the main characteristic of iphones

The phone is in lite weight to use and handle it

The quality of the sound is we want a good quality.

The camera quality 48mp+12mp+12mp.

Display size is 61 inch super retina.

Iphone users tend to be less humble and more emotional.

They are built to work faster and smoother.

Iphones have historically performed poorly when compared to android devices of the same price.



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?