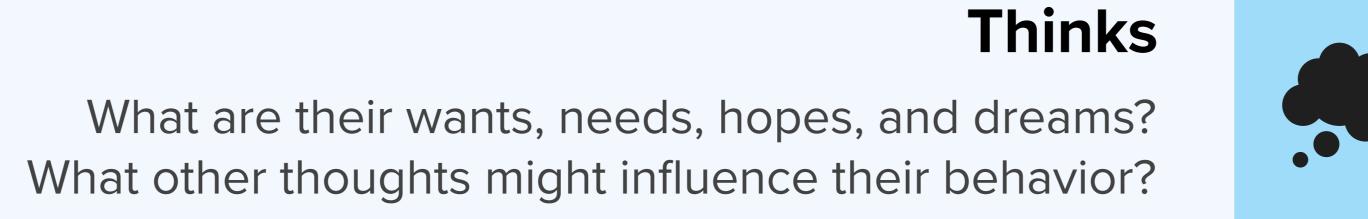
Says

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



users might say they love the iphone for its design and perfomance

some might express concerns about the high cost of iphone in india

user see
advertisement
showcasing the
lastest iphone
features and
innovation.

they might see their peer and mmcolleagues using iphones

thye might see their peers and colleagues using iphones

user see
advertisements
showcasing the
latest iphone
features and
innovations

some may vistit apple strores or authorized resellers to inquire about iphone options.

users actively search for iphone reviews and comparison.

high iphone price price can be a major pain point for many potential buyers.

owning an iphone

can provied user

with a sense of

belonging to an

exclusive

community

usermay be concerned about limited service center and repair options in some regions.

Persona's name

Short summary of the persona

The persona

The persona reliable high -

user want a reliable and high - performance smartphone.

thye seek a device that aligns with their lifestyle and socil image.

usergain access to appe's ecosystem and its arry of apps and services.

collect data on the age ,location,and preference of iphone users.

look into the sales of iphone accessories like cases, headphones, and chargers.



Does

What behavior have we observed? What can we imagine them doing?



