



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?

Satisfy the needs and preference of the consumer.

Values of iphones in India.

Has change the way we communicate.

Offered few original feature.

People gives priority to iphones.

Production of iphones give job opportunity.



Persona's name

Short summary of the persona

[See an example](#)

Provides creative thinking over production of new model.

People may feel excited for knowing about new models.

People get anticipated over iphone.

Comparison of iphone over other phones.

Feeling more confident to choose iphone over other phones.

Creates interests for iphones.



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?