



Says

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

It's not just inescapable connectivity that the iPhone helped bring about. It's also how we access the internet. The iPhone made mobile web browsing useful for the first time. Soon came a flood of apps, which removed the need to open a web browser at all, and opened a whole new world for the user.

Compared to Android devices, Apple phones offer better performance. They are built to work faster and smoother. Even the old iPhone models work well and have smooth functioning.



Thinks

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

LIMITED STORAGE. ...  
DOESN'T COME WITH NFC AND NO BUILT-IN FM RADIO. ...  
BATTERY HEALTH. ...  
FEW FREE APPS IN THE APPLE STORE. ...  
APPLE ECOSYSTEM. ...  
OVERHEATING. ...  
LACK OF HEADPHONES JACK.

Device storage is the available storage on your iPhone, iPad, Mac, or other Apple device. iCloud storage keeps your photos, files, notes, and more, up-to-date and available across all your devices.



Apple iphoneimpact in indiai

Short summary of the persona

Go to Settings > Battery, then tap Battery Health & Charging. iPhone displays information about your battery's capacity, peak performance, and whether your battery needs to be serviced.

Apple Inc.'s gadget, and the smartphone boom that followed, gave rise to whole new industries, laid waste to others and forced new business models. Entrepreneurial coders and upstart businesses could now reach consumers directly, creating new modes of shopping, entertainment, travel and more.

How to stop your iPhone overheating  
Close all apps. ...  
Restart your iPhone. ...  
Switch to an official Apple charger. ...

If you don't find your apps behaving abnormally, you can check the App Store. There are chances you have an update pending on one of your apps. Perform the update and then check your phone for the battery drain. Sometimes location services also drain your iPhone's battery.



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?