



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?



Persona’s name

Short summary of the persona

Apple was the second biggest revenue generating brand in India in 2022.

It gave rise to whale new industries, laid waste to others and forced new business models

The production - linked incentive scheme introduced by the Modi government in 2020.

The company plans to make up to one -quartes of its iphones in india by 2025

Apple's revenue in India FY ending Mach USD 6 Billion, a growth of 50% over the Previous year

Apple's decision is linked to government incentives to invite more foreign companies into the country

In 2022,the company began making the Iphone 14 in india.

Apple says that 70% of its carbon emissions come from manufacturing alone.

The success of the Iphone 14 series and the older generation Iphone 13 series in the hyper-competitive smartphone

Apple could reap cost savings. It creating thousands of jobs and supporting the creative industry.

Apple's market share in India was 5.1%

Apple's Iphone are typically compatible with Indian cellular networks.



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?