

Says

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

Thinks
What are their wants, needs, hopes, and dreams?

Buying iphone by ordinary people is difficult

Iphone usage in india is very less percentage

Increasing storage option in iphone is not possiable

Features in iphone is less which in a set back of iphone

Quality construction and design of iphone are known for their sleek and design with high quality materials that make them feel premium and durable

What other thoughts might influence their behavior?

Apple consistently releases software updates that are compatible with older iphone models least feature and security patches

The apple puts a strong emphasis on user privacy and security with features like faceID and touch ID and encryptionto protect personal data

Some feature like apple pay message and siri are exclusive to iphone and are not available on other smart phones



Persona's name

Short summary of the persona

Iphone are sleek and stylish which invites more customer

Iphone are user friendly and has better ios and good navigation features

Iphone is ruggard,durable with security options

Apple has a reputation for providing regular software update and long-term support for their devices

Battery life of iphone is less it should be increased

Certain apps in iphone are not worthy and are not compatible

Positive reviews from iphone users with respect to camera,photography,speed and internet facility

Since iphone are evxpensive provision of scratch guard is advisable



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?

