

Says

users might

the iphone

say they love

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

express concerns about the high cost of iphone in india

some might

user see advertisements showcasing the latest iphone features and

innovations

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

What other thoughts might influence their behavior?

user see advertisement showcasing the lastest iphone features and innovation.

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

they might see their peer and mmcolleagues using iphones

Thinks

users actively search for iphone reviews and comparison.

for its design and perfomance thye might see their peers

and colleagues using iphones

> Persona's name usermay be

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

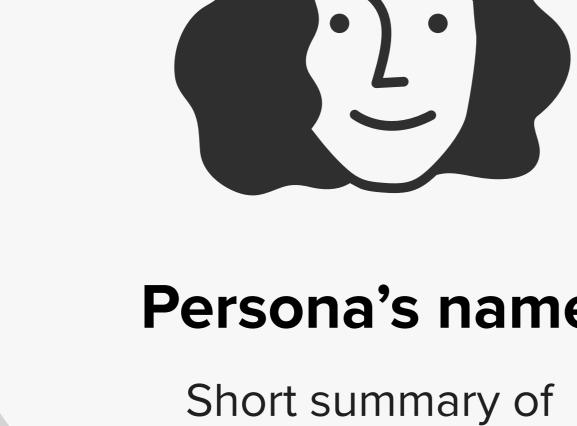
usergain access to appe's ecosystem and its arry of apps and services.

user want a reliable and high performance smartphone.

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

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

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



the persona

See an example

owning an iphone can provied user with a sense of belonging to an exclusive community

high iphone price

major pain point

potential buyers.

price can be a

for many

Does

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



