



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?

IREVOLUTION: A
DATA-DRIVEN
EXPLORATION
OF APPLE'S
IPHONE IMPACT
IN INDIA

the persona

I want more
information.

I already
know about
it.

This is not
enough
details for
me.

Price is so
expensive.

Is this worth
for that
price.

Apple
iphone has a
best privacy
policy.

I want to
discuss with
my friends
about buy this
iphone.

I want to
search more
details in
internet about
apple iphone.

I want to
discuss
about this
price.

I am
satisfied.

I feel
fantastic
logo.

I feel iphone is
more security
than other
brand phones.



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?