

## 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?



user mention about the iphones benefits or drawbacks in india

user appreciate the iphones advanced features and design

some think that apple products reflect a certain lifestyle and global trendiness

user belive that owning an iphone enhances their status and social recognition

apples
iphone lool
very style,
smart
working

the iphone is one of the most expensive

currently indians apple iphone market share in 5.1%

the price might to little less



## Persona's name

Short summary of the persona

See an example

user feel a sense of pride and satisfaction when usimg an apple iphone

user express
excitement about
the new iphone
launches and
updates

user actively share their experiences with iphone on social media platform

outline
their
actions
related to
the iphone

feel proud while the hand internal storage phone like a magical illustration

advanced data analytics techniques and analysizing large datasets special chance to increase its market develop a significant presence in india

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?

