



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?

"Apple's local manufacturing efforts are changing the Indian smartphone landscape."

"The iPhone is a status symbol in India; owning one means you've made it."

"Customers often visit apple stores to buy accessories for their iPhones."

"We must ensure data privacy and security in the iPhone ecosystem."

Affordable pricing options or financing plans.

Recognition and admiration from peers for owning an iPhone.

That Apple continues to innovate and surprise with new iPhone releases.

Owning multiple Apple devices for a seamless tech experience.



Persona's name
a data driven exploration of apples iphone impact in india

Attend Apple product launch events or online streams.

Anxiety about Privacy: Anxieties regarding data privacy and security within the Apple ecosystem.

Continue buying new iPhone models and accessories.

Engaging in discussions and forums about Apple products.

Fear of High Costs: Concerns about the high cost of iPhones and potential financial strain.

Trust: Trust in Apple's brand and reputation for quality.

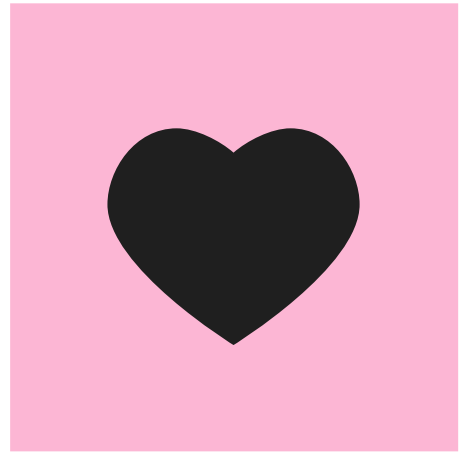
Purchasing the latest iPhone models upon release.

Pride: Pride in owning an iPhone as a status symbol.



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?