



Says

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

usually
Indians say
iPhones are
costly.

We can imagine
of having more
iPhone
manufactures in
India.

They say Apple
was the second
biggest revenue
generating brand
in India in 2022.



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Want to
introduce AI

Apple can make
more partners
in India and
increase
productivity.

Everyone have a
dream of owning
an iPhone so the
company can
make the price
bit affordable.



Persona's name
iPhone Users

We can imagine
then introducing
new models
with affordable
price.

Apple began
a new era in
personal
computing.

iPhones have
tight security
compared to
android.

Some feels that
more arrival of
Apple store in
India increases
the country's
economy.

There are
only 4% of
people uses
iPhone in
India.

iPhone users
have more
emotional
approach
towards their
phone.



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?