

Says

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

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



Thinks

usually Indians say iPhones are costly.

Want to introduce AI

We can imagine of having more iPhone manufactures in India.

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

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.

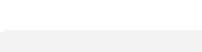
There are only 4% of people uses iPhone in India.

iPhone users have more emotional approach towards their phone.

Feels

Does

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



What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

