



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?



Persona's name

Short summary of
the persona

It was that time of
the year when
tech enthusiasts
around the world
hold there
breaths .

Tech evangelists spend
hours breaking down
every possible news the
funnel mills churn out
and then once again
breakdown every new
feature once the phone
is finally launched.

It would probably
look something like
this its rectangle with
rounded corners ,
with another
rectangle the display
on the front.

Products only
become iconic
if they have
memorable
designs .

Even if voice over
is turned off , you
can have iPhone
speak selected
text or the entire
screen.

If we asked you to
close your eye and
describ an iPhone ,
the image in your
head would be
pretty clear.

In this episode of
the macworld
podcast, we talk
about what we
hope to see from
apple in2023 .

The new year
is often used
as a gateway
for change .

This case study is
focused on apple
consumer
behavior in
relation to
iphones.

It also studies the
target market ,
buying behavior,
and decision-
making process in
apples customers.

Anxiety
disorders are the
most common
type of mental
health problem.

The potential of
apps to improve
mental health has
led to and increase
in the number of
anxiety apps
available .

The company
popular hard
products are mac
computer , ipad
tablets , ipots and
iphones.



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?

[See an example](#)