

## 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?



The Impact on the Tech Industry: The Apple I marked the beginning of a new era in personal computing, where technology became more accessible to everyday users

Impact of iphone in economy: iPhone sales were adding one-quarter to one-third of a percentage point to the annualized growth rate of the gross domestic product (GDP)

iPhone launch: In the years before the iPhone's launch, Apple was still struggling. The iPod was a big growth driver, but it was nothing like what the iPhone would do starting in around 2008

iPhone's app store: Apple

launched its App Store in

iPhone's launch — with 500

Android competitor Google

2008 — a year after the

apps. Now there are 2.1

million on the App Store

and 3.4 million on its

Play, according to app

measurement company

App Annie.

Biggest achievement: One of the signature achievements of Cook's career at Apple has been his work crafting its relationship to China, which is unusually positive compared with those of other US tech companies.

impact of the iPhone on the environment: "Apple says that 70% of its carbon emissions come from manufacturing alone. And Compare and Recycle estimates that iPhone manufacturing in 2022 alone will generate a mind-boggling 17 megatons of CO2 emissions"

Fitness+: Fitness+ will be available for all iPhone users to subscribe to and enjoy in the 21 countries it is offered in, even if they don't have an Apple Watch.



## Persona's name

Short summary of the persona

iPhone users: Apple Fitness+ for All iPhone Users

iPhone users will have access to the entire service featuring over 3,000 studiostyle workouts and meditations, all led by a diverse and inclusive team of trainers.

Features of iPhone: Featuring iOS 16

iPhone 14 and iPhone 14
Plus feature iOS 16, offering
a reimagined Lock Screen
along with new
communication, sharing,
and intelligence features
that together change the
way users experience
iPhone.

Negatives: IPhones allow us to do many things at once. But studies show that media multitaskers—that is, for example, those of us who are simultaneously listening to music, playing TypeShift—think more slowly and have worse long-term memory, because they find it harder to filter out irrelevant information.

iPhones offer more security and privacy: The iPhone even stops apps from tracking your activity online because of a limited OS and platform. Its iMessages and FaceTime video calls are also end-to-end encrypted

The iPhone Has Changed
The Way We Communicate:
Before the first iPhone hit
the market, a few cell
phone companies put
cameras in their phones,
but the cameras used in
these iPhones were head
and shoulders above the
rest

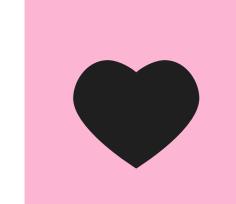
## Wha

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

## Does

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





**Feels**