



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

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

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.

iPhone users: Apple Fitness+ for All iPhone Users

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

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



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?