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As a <specific role>, I want to <action I want to accomplish>

1. As a web developer, I want to be able to code smoothly using one of Apple's products.
 2. As an Artist, I want to be able to draw on a tablet with easy UI design and apps that support my drawing software programs.
 3. As a Music Producer, I want to be able to have a product that allows me to mix my music and create music using a software app.
 4. As a Fitness Trainer, I want to be able to track my health progress while monitoring my heart rate and tracking my steps. Something that is wearable and have with me at all times
 5. As a student, I want to be able to sync my iPhone using a computer or laptop so that I can keep track of messages for school and colleagues while doing school work at the same time
- For a Web Developer, they were looking for a Mac laptop that will help them have a smoother OS for coding
 - For the Artist, they were looking at an iPad and the Apple Pen to help them make animations and edit pictures
 - For the music Producer, they were looking at Apple Music through their apps. Music Memos, GarageBand, Logic Pro X, MainStage 3
 - For the Fitness Trainer, they were looking at a Apple Watch that helps monitor their heart rate, how many steps and see their health statistics
 - For the Student, they were looking at the Mac Desktop that helps sync their Apple iPhone while continuing to do their school work at the same time. To get the most productivity