



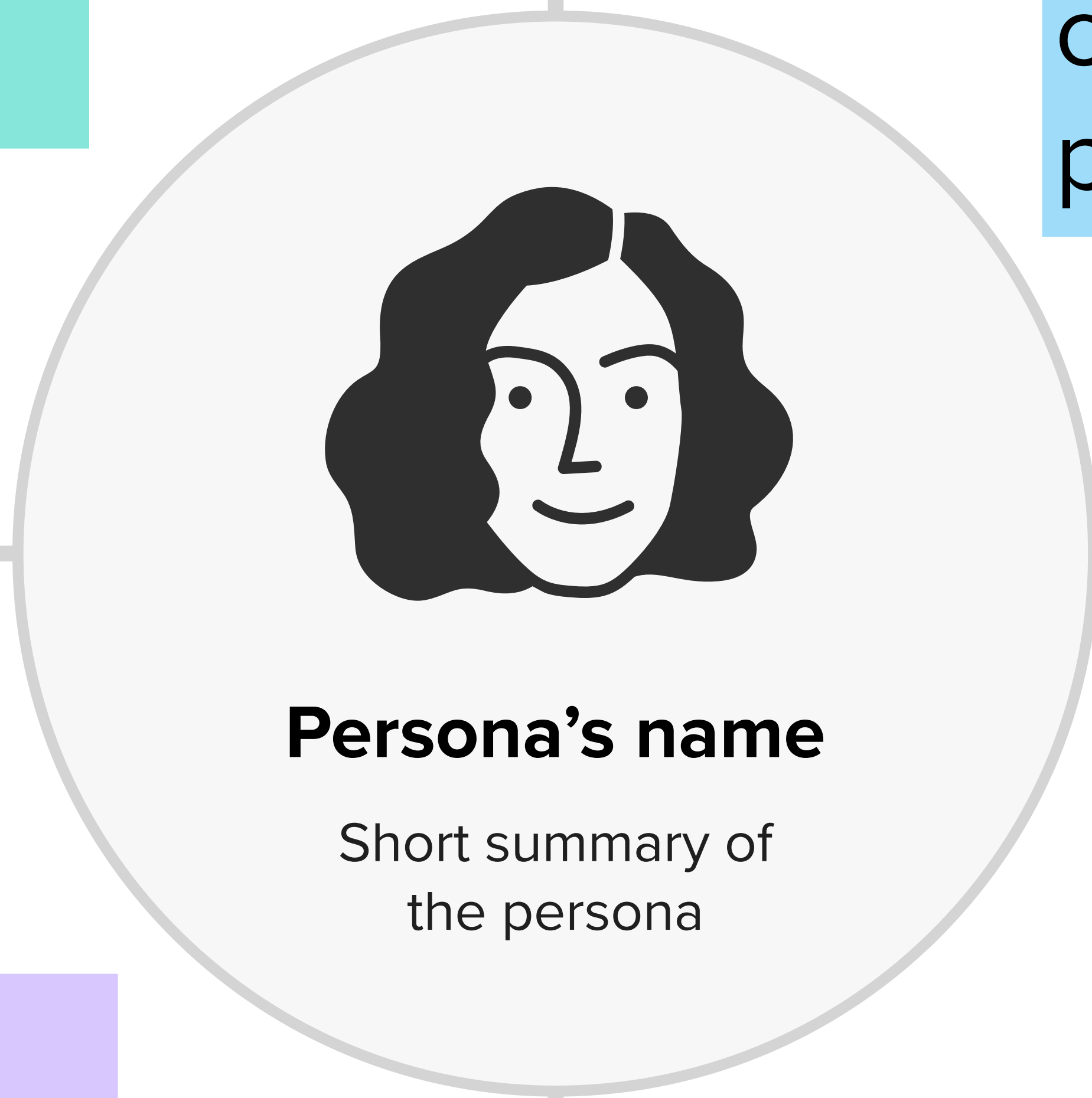
Says

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

More
security and
privacy

Use
Predictive
Text

High Quality
Display

Advanced
Camera

enter the
words you
would like to
open your
phone with

phrases used
in fantasy
fiction or by
stage
magicians

Quality
camera

internet,individual,
inform,inspire

I phone is a
line of
smartphone

most valuable
publicy traded
companies

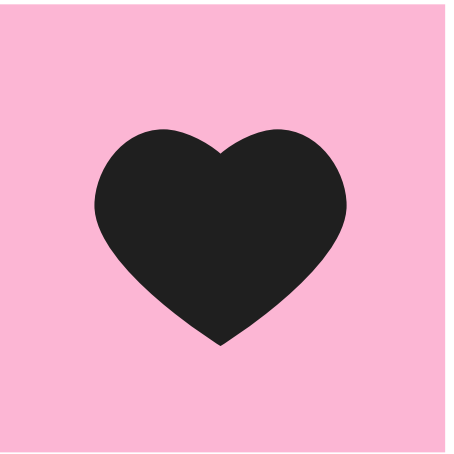
ios mobile
operating
system

first
generation
Iphone
(2007)



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](#)