

## Says

Apple's decision

but change the

"I" to lower case

so it wouldn't

infringe.

to drop the "iPad"

What have we heard them say?
What can we imagine them saying?

Thinks
What are their wants, needs, hopes, and dreams?



The iphone was developing for a decade before it's release, and some of the ideas for the name where just comical.

The iphone

was almost

called the

iPad.

People did not need to keep a portable camera on them at all times all they had to do was buy an iphone.

What other thoughts might influence their behavior?

Iphones HD camera was the first of it's kind and revolutionzed the entire process.

The iphone was how people play games.



## Persona's name

Short summary of the persona

Companies can engage with the customers in real time through instant messaging.

Apple's relationship with it's customers has always been a great talking point.

You won't find an apple enthusiast not earger to watch the products and software release event.

We all hope that Allpe will surprise

US.

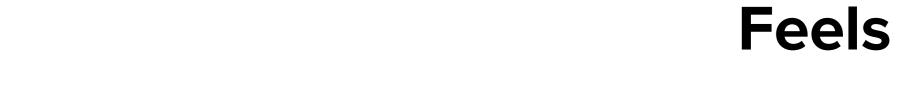
Email, social media and mobile apps improving customer satisfaction and loyalty.

The iphone as made it easier for customer to



## **Does**

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



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



