



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?

Very compact and easy to handle

Slimmest 3D display

Very good picture quality

It dropped the physical keypad and introduced the single home button at the front

Hypersonic software

The device carries a hefty price



Persona’s name
Apple iphone

Tightly controlled

High cost

Slip easily

Excellent hardware

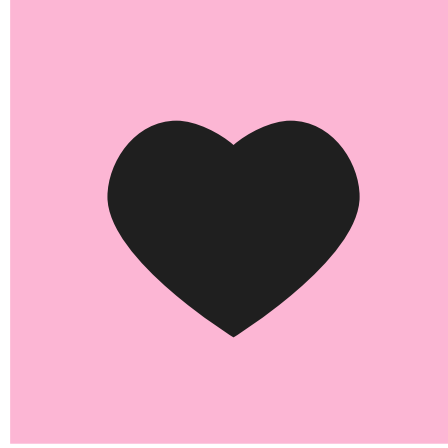
The slabedged design looks premium and feels immaculately built and finished

Powerfull and user friendly



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?