



Says

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

Apple has revolutionized commuciation

Poor working conditions such as health and safety.

It has become accessible to everyday users.



Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

Travel to your dream country

A Desire for something to happen a wish for things to change for the better or a particular dream

IOS devices have the upper hand when it comes to cybersecurity.



Persona's name  
Short summary of the persona

Them minimizing product choices providing systematic comparisons method.

The systromatic recording of behavior by an external observer

Employer can gain remote,real-time access to your iphone using spying software.

It is a ritual in India that money determines your value.

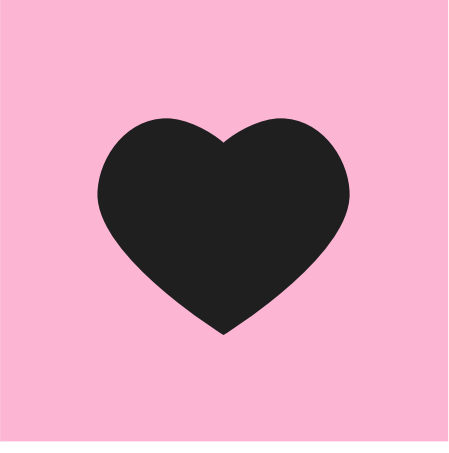
Weak infrastructure , logistics and poor yield.

It is a scam to try to steal your identity.



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?