



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?



"I love my iphone, but I'am concerned about its environmental footprint"

"I'm not sure how I can reduce the impact of my iphone on the environment".

"I wonder if my iPhone usage contributes to electronic waste".

"How can I make more sustainable choices with my iPhone?"

"I wish apple would provide more transparency about their sustainability efforts."

"Are there recycling programs or options for older iPhones?"



Persona's name

Short summary of the persona

Seek information about iPhone's environmental impact

Participate in discussions or initiatives related to iPhone sustainability

Concerned about the environment

Curious about their individual impact

Explore ways to reduce their iPhone's impact (e.g., recy

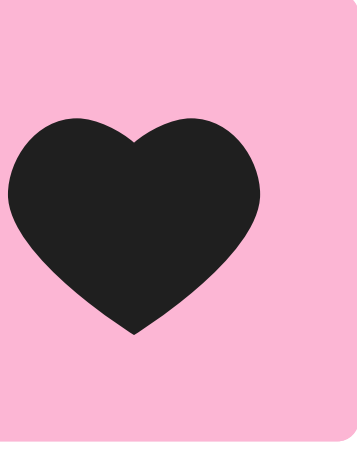
Hopeful for positive change

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](#)