



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?

Don't show names when number is typed.

Only apple logo matters, nothing else.

This device is for showoff no value for money.

The iphone has been a game changer in the technological world.

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

Indians are crazy to have on I-phone.

I-phones are famous for their privacy and security systems.

The iphones batteries are non-removable, which means that users cannot replace them.

The iphone is one of the most expensive smartphones on the market.

Limited customization options.



Persona's name

Short summary of the persona

Transferring file from android to ios is very difficult.

Apple should give callrecording feature.

Whats app data cannot be moved to android easily.

I phone doesn't have back space in calculator.

No video call on phone call.

Set ringtone feature.

Apple should give callrecording feature.

No call recording

cannot select multiple contacts for deleting.

Bluetooth connectivity.

There is no clipboards on apple phones.

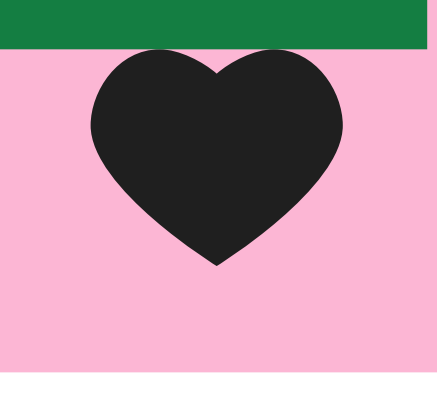
No app lock.

Truecaller is missing.



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?