

Says

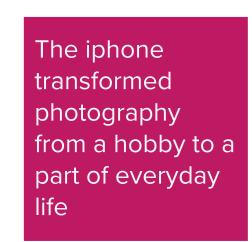
What have we heard them say?
What can we imagine them saying?



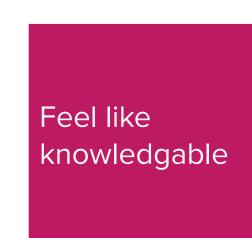
What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?



Spend too much time searching online



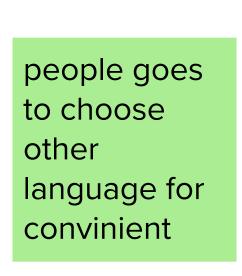




Apple's priorities were always for its product to be not only powerful, but easy to use







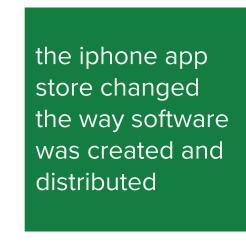
people are

now dream for

using mobile ir

simply and

easiest way









Persona's name

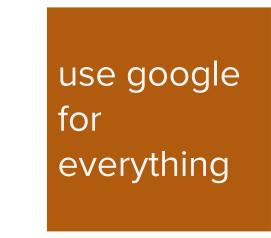
Short summary of the persona

iphone apps changed everything, even how people work



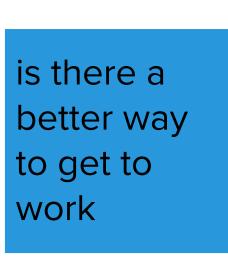




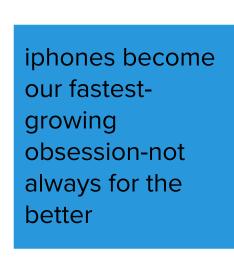












is there an app to help fine down town parking

has this book been translated to english



Does

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



See an example



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

