



Says

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

The iphone transformed photography from a hobby to a part of everyday life

Spend too much time searching online

Apple's iphones are not only used for entertainment purposes but they can be used for business purposes

Feel like knowledgable

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

Returns to the homepage everytime they do not know where to go



Thinks

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

people are now dream for using mobile in simply and easiest way

The iphone put the internet in everyone's pocket

people goes to choose other language for convinient

the iphone app store changed the way software was created and distributed

shifting attention transformed and advertising industry- making google and facebook the big winners

the iphone also led to the android ecosystem, boosting companies like samsung - and running blackberry and nokia



Persona's name

Short summary of the persona

iphone apps changed everything, even how people work

want to learn more about texes

apple's iphone is an amazing invention that allows users to get all of their needs done in one drive

iphone have changed little things, too, like gum sales

use google for everything

i feel they are updating in english knowledge

the iphone made apple the world's most valuable company

is there a better way to get to work

the iphone transformed apple's business- and drove massive growth

iphones become our fastest-growing obsession-not always for the better

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?



Feels

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