



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?



Persona’s name

Short summary of the persona

The iPhone made mobile web browsing useful for the first time. Soon came a flood of apps, which removed the need to open a web browser at all, and opened a whole new world for the user.

Excessive use of mobile phones causes the health problems

Mobile phones can be a tax-free benefit in kind if condition of met.

Communication. Mobile phones have eased the communication between people

Keeps us connected. Now we can be connected to our friends, relatives at any time we want through many apps.

there is currently no consistent evidence that non-ionizing radiation increases cancer risk in humans.

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Students can become addicted to games, social media, and other phone apps.

there is no significant damage to air, water, land, soil, forests, etc. as long as pesticides have not been used.

The more time you spend looking at a screen, the less time you spend interacting in person with others.

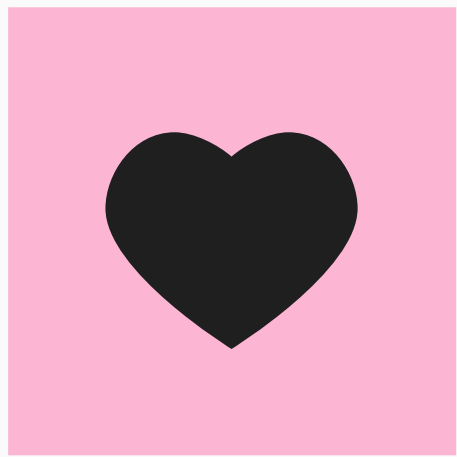
an acre of apples will extract about 15 tons of carbon dioxide from the air each year, and produce 6 tons of oxygen too.

the more time you spend looking at a screen, the less time you spend interacting in person with others.



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?