



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?

iPhone has affected people's lives and how they do things.

It has revolutionized communication, games, music, etc.

It has also set a motion a few trends that wouldn't have been possible without iphone

It put the internet in our pockets

24/7 Internet

supply chain activism



Persona's name

Short summary of the persona

Creating thousands of jobs and supporting the creative industry

to access information through digital media on their phones

to get all of their needs in one device

The ability to take photographs and participate in social media is empowerings

It will destroy relationship-people won't intract with family

iPhone separation linked to physiological anxiety, poor cognitive performance



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?