

Says

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

Thinks
What are their wants, needs, hopes, and dreams?

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

It has revolutionized communication, games, music, etc.

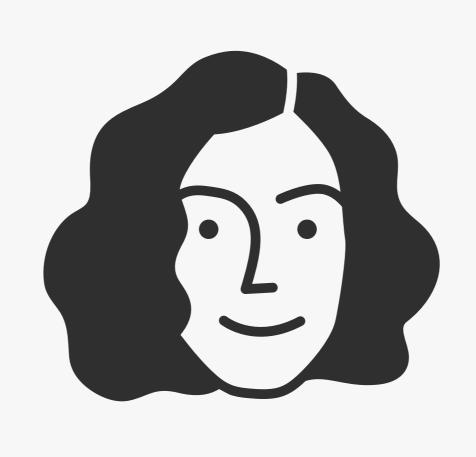
It has also set a motion a few trends that wouldn't have been possible without iphone

It put the internet in our pockets

What other thoughts might influence their behavior?

24/7 Internet

supply chain activism



Persona's name

Short summary of the persona

Creating
thousands of
jobs and
supporting the
creative industry

to get all of their needs in one device

to access information through digital media on their phones

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?



