



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

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This paper will explore both the pre- and post-launch activities surrounding the iPhone to explain why it was such a success for the stockholders

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This report includes data current as of product launch. Product evaluations are based on U.S. configuration of iPhone 14 Pro.

We provided our suppliers with resources and best practices from international labor rights organizations, reiterated the standards in our

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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?