

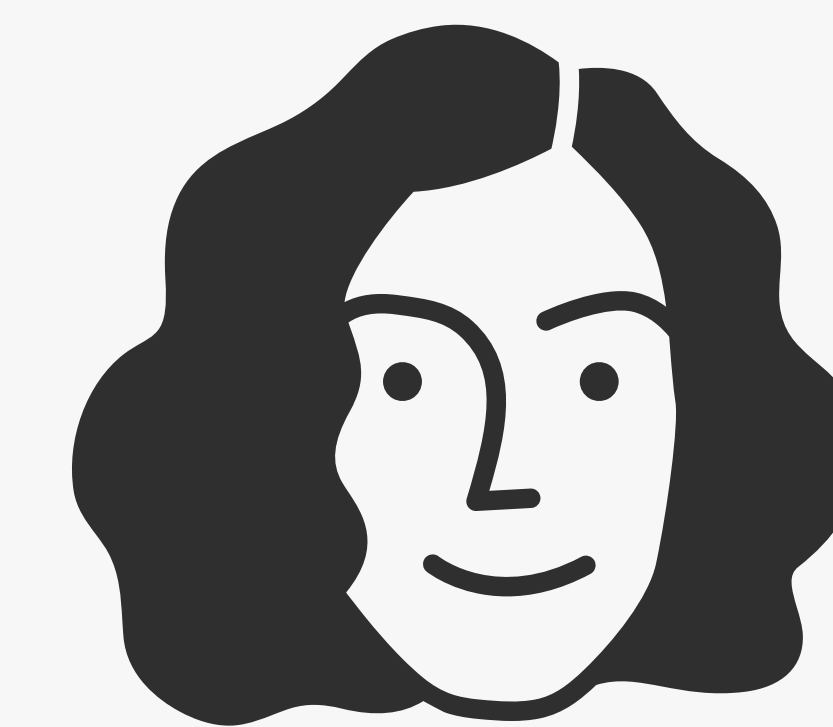
Says

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

iPhone is a line of smartphones produced by Apple Inc. that use Apple's own iOS mobile operating system

The first-generation iPhone was announced by then-Apple CEO Steve Jobs on January 9, 2007.

It launched on June 29, 2007, at a starting price of US\$499 in the United States



Persona's name

Short summary of the persona

Thinks

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



An iPhone has layers of security in its apps, programs, hardware, and system to ensure your privacy

Its services like iMessage and FaceTime use end-to-end encryption to protect conversations across all devices

Moreover, the silicon chip is also essential to support the iPhone's data protection.

Compared to Android devices, Apple phones offer better performance. They are built to work faster and smoother. Even the old iPhone models work well and have smooth functioning.

One thing that iPhones are famous for is their privacy and security. It offers a range of security features, including facial recognition and finger authentication.

Not only Apple offers its products at a higher price, but these products also have a good resale value. Compared to Android products, iPhones, iPads, and other Apple products hold better value.



Does

What behavior have we observed?
What can we imagine them doing?

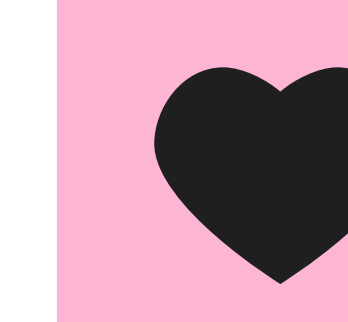
iPhone 14 and iPhone 14 Pro can detect a severe car crash and call for help. Requires a cellular connection or Wi-Fi calling.

The iPhone is regarded by security experts as more secure against common malware than Android.

In 2022, approximately 225.30 million iPhone models were sold, showing a 3.7% decline from 2021. iPhones alone brought in a USD 205 billion revenue to Apple in the same year. (Source: <https://www.bankmycell.com/blog/how-many-iphones-have-been-sold/>)

Feels

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



See an example