



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



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?

I image about them saying the iphone had good and bad features.

their wants  
distraction free readings .no ads  
organize your knowledge with lists and highlights

they have very strong and surprising opinions about people who choose iphones

others thoughts the influence of iphone is changed the way we communicates

i heard india became apple's fifth largest iphone market in the second quarter for the first time

I heard by them they are explaining iphone with all new personalisation features deeper intelligence and seamless ways to communicate and share

I observed they behave like very rich and special

I phone users showing lower level of honesty and humility and higher levels of emotionality

I imagine iphone users are willing to spend more than android users for in app purchases and other services and products

Fear of missing out need for touch anxiety and depression are related to problematic smartphone users

they fears the adults addict to their smartphones

the iphone users are spend more many and buy it they fear about they had bad quality of the iphone