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

SEEMS COMPLEX

YOUNGER FAMILY

RECOMMEND IT

MEMBERS

IPHONE COUID

PRODUCTIVITY

AND CLIEND

INTERACTION

IMPROVE

THE IPHONE OFFER A PREMIUM **EXPERINCE WITH** ITS SLEEK DESIGN AND ADVANCED **FEATURES**

IS IPONE POPULAR AMONG CLASS MATES GREAT CAMERA FOR PHOTOS

IPHONE SEEMS FAMILY MEMBERS

COMPLEX YOUNGER RECOMMEND IT



S SERIN ABINESH

Short summary of the persona

ACTIVELY **ENGAGES WITH** VARIOUS APPS AND SERVIES WITH IN THE APPLE **ECOSYSTEM**

SEEKS OUT REVIEWS AND COMPARISONS BEFORE UPGRADING TO A NEW IPHONE MODAL

SHARES THEIR EXPERRIENCES AND SHOWCASES THEIR IPHONES ON SOCIAL MEDIA PROUD AND SATISFIED WITH THEIR CHOICE TO **USE AN IPHONES**

EAGER TO EXPERIENCE THE LATEST TECHNOLOGY CONCERNED ABOUT THE PRICE

IPHONE MIGHT

OFTER BETTER

CONNECTIVITY

AND ACADEMIC

RESOURCES

SOCIAL

ANXIOUS ABOUT POTENTIAL SECURITY PREACHES AND PRIVACY ISSUES

Does

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



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



