



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?

What is the importance and the benefits of Apple in our life?

What is the strategy and uniqueness off iPhone?

What are the major factors that lead to the success of Apple?

What are the environmental impacts of production technology?

Why does Apple prefer India over China for iPhone production?

How important is the iPhone to Apple and what challenges are the company facing?



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Short summary of the persona

How does Apple's continual innovation help the company to be successful?

Why do customer prefer Apple, how it attracts customers?

What is the technology behind the iPhone?

How Apple is positively impacts of the developing world?

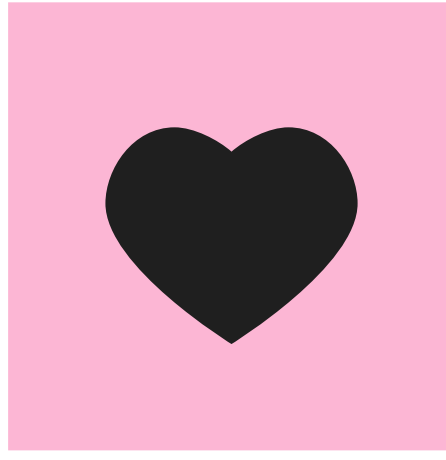
What economic trends affect Apple, the positve and negative effects of it?

How does iPhone impact society in a negative way?



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?

 [See an example](#)