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 pain points

might the user

be experiencing

that they hope to

ever?

Influencers
speak
through
successful
work

Accessibility is part of everything we do at Apple

The intellectual and developmental disability community is bursting with creativity

Market is all about

discernment

iPhone,
capturing
markets
around the
world

Persona's name

Short summary of the persona

apple industry has
deep product
insights and uses
innovation to
ensure a seamless
experience

vision to fit commercial goals in industry

Apple Inc... designs, manufactures, and markets smartphones, tablets, personal computers, and wearable devices.

Prestige weighs more than monetary success

Apple has a special chance to increase its market share and develop a significant presence in India

Needs fulfillment through unrestricted creativity and autonomy in life

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?



