Says

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

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

It dropped the

apps on your

smartphone.

physical keypad and

Home button at the

introduced the single

front. The iPhone also

brought the concept of

Apple phones are

known for their ease

of use. Their usability

operating logic: all the

comes from simple

apps are launched

from the home

screen.



Thinks

The invention of the iPhone has affected people's lives and how they do things. It has also set in motion a few trends that wouldn't have been possible without iPhone. Apple has revolutionized communication, playing games, watching movies, listening to music, and more.

iPhone users scored lower levels on Honesty-Humility metrics and displayed higher levels of emotionality.

iPhones were also more likely to be owned by those concerned about their smartphone being viewed by others as a status symbol.

The website, during the test, had similar profiles in each case only with one exception - the brand of tech was showcased. And as it turns out, those using iPhones got around 76% match success, which was the highest.

incomes are rising across the globe, with an average of 50 million more people moving up into the category of high income every year. This trend naturally favors Apple, as they only produce expensive products.

i Phones are famous for their privacy and security systems. They offer security features like facial or fingerprint authentication to protect your personal information. The i Phone even stops apps from tracking your activity online because of a limited OS and platform.

The iPhone is a smartphone made by camera and cellular with a touchscreen

For iPhone users, the **split**screen functionality is absent. It's not like Apple didn't create the feature, as iPadOS enables Split View, which shows two apps side-by-side. Apps can also show as Slide Over on iPads, with one large app and a smaller app window that floats over the outer third of the screen.

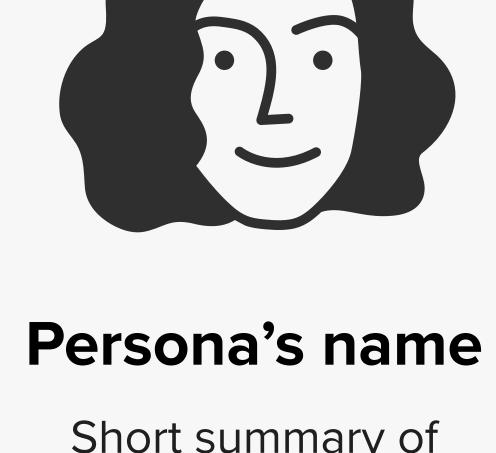
Does

Apple that combines a computer, iPod, digital phone into one device interface.

products, such as Mac computers, iPads and iPods. With Apple's free iCloud service, the iPhone shares data, music, photos and contacts with all your other Apple products. It's an added convenience that takes the hassle out of transferring data between While there are cheaper products. Android options present, none of them gets OS and security updates for as long as an iPhone does. Apple ensures

The iPhone is an ideal phone to

use if you own other Apple



Short summary of the persona

> While these results may sound lackluster when compared to what Apple said, this is the highest combined satisfaction rate ever achieved by a smartphone maker.

biggest reasons why people love Apple. It's because they make the consumer feel like they're somehow a better person for having the product. The story that they convey throughout their marketing is a powerful one.

This is probably one of the

User experience – all the app developers are putting a lot of attention to the details! They make it intuitive and easy. I feel good when I am using those apps.

they feel happy





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

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

that each of its iPhones gets

the latest update for years to

come, and it keeps its value in

place. Further, the resale value

of an iPhone is always more

than an Android device.

See an example