



Says

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

Apple iphones makes it easier for families to share content

It has high quality displays

It have advance camera and clarity



Thinks

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

It has good usability

Easy to use visually appealing

Apple iphone is focus on consumer needs



Persona's name

Short summary of the persona



Does

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

Apple iphone are built to work faster and smoother

Apple iphone have excellent internal storage

Apple iphones are famous for their privacy and security



Feels

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

The apple iphone is most expensive

The apple iphone does not support SD cards

Only a few free apps and games in apple store