



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?



Persona's name  
Short summary of the persona

iPhone users want reliability, a seamless user experience

Their needs include effective communication, productivity, and entertainment tools

iPhone users' behavior can be influenced by factors such as brand loyalty, social status, and peer pressure

Fears of Privacy Breaches: Some iPhone users fear potential data breaches or privacy violations

Frustrations with Software Issues: that can disrupt their daily routines and user experience.

Social Validation: with some users feeling the need to own the latest iPhone models as a status symbol or to stay connected

"I love my iPhone because it's so user-friendly and seamlessly connects with my other Apple devices

Apple always surprises us with innovative features!"

"The camera on the latest iPhone is incredible; it captures memories like never before

Users extended warranties to ensure their iPhones remain in optimal condition over time.

As Apple continues to focus on health and wellness features, users might increasingly utilize their

it demonstrating the device's versatility in daily 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?