



Says

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

I Love
the new
features

iphone have
a distinctive
look and feel
that's haed to
beat

Apple has
always been
known for its
intuitive



Thinks

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

iphone
offer more
security
and privacy

Reduce the
cost of
Apple's
iphones

iphone have
short batery
life



Persona's name
Short summary of
the persona

Easy and
safe to use

User
friendly
interface

Advanced
camera

cost

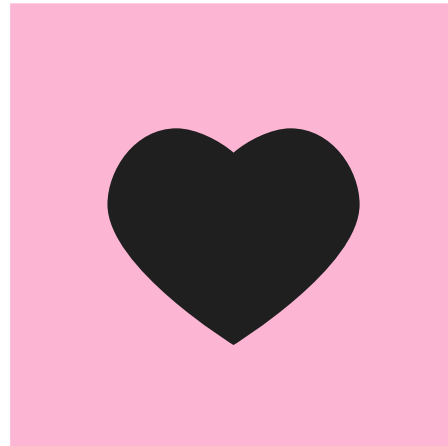
Non-
Removal
batery

Limited
customization



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](#)