



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?

Many people expressed their excitement and amazement when the first iPhone was released in 2007. They marveled at its sleek design and revolutionary touchscreen interface.

Users often praised the iPhone for its convenience in integrating various functions, such as email, internet browsing, and music, into one device. They highlighted how this made their lives easier.

users shared stories about how the iPhone allowed them to stay connected with friends and family, no matter where they were. Video calls, texting, and social media became integral to their communication.

People wanted a device that could combine various functions (phone, music player, camera, etc.) into one convenient device.

- The need for better communication tools was a driving force. The iPhone addressed this with its seamless integration of calls, texts, and email

Hopes included simplifying daily tasks and saving time through a single, efficient device.



Persona’s name
Short summary of the persona

People have significantly increased their use of smartphones for various activities, including communication, entertainment, productivity, and information retrieval.

The widespread adoption of smartphones has led to increased mobile internet browsing, with users accessing websites, social media, and online services on their devices.

People often fear that their personal data and information are not adequately protected on smartphones. Concerns about data breaches, identity theft, and unauthorized access can lead to cautious behavior regarding app permissions and sharing personal information.

Smartphone users regularly shop online, browse product reviews, and make purchases through e-commerce apps and websites.

Frustrations often arise from technical problems with smartphones, such as slow performance, software glitches, and battery life issues. These frustrations can impact user satisfaction and device choices.

The idea of taking a break from smartphones, known as a "digital detox," can cause anxiety in individuals who fear missing important messages or updates during their absence.



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?