



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?

WANTS:
The team might also wants to be given the oppourtunity to innovate and create new products that change the world.

NEEDS :
The team needs to do their jobs effectively , such funding, time , and access to the latest techonology.

HOPES :
To create the ultimate smartphones, one that is more powerful , intuitive and user friendly than anything that has come before it.

DREAMS :
The team might also dream of making apple the most innovative company in the world.

The apple iphone team also plays close attention to coustomer feedback. They want to know what people love about the iphone , and what they would like to see improved.

Revolutionized communications, Playing games, Listening to music ,Watching movies , etc...

Type your paragraph...

Iphone offers more security and privacy

creating thousands of jobs and supporting the creative industry



Persona’s name

Short summary of the persona

They are willing to pay a premium for the product
They are brand loyal.
They are early adopters.

They are social media users.
They are creative.

Using their iphones to stay connected with friends and family through social media,messaging,and video calls.

FEAR:
Fear of losing their phone.Additionally, iphones contain a lot of personal data, such as contact information,photos and financial records.

FRUSTRATION:
Frustration with the user interface to be difficult to use.

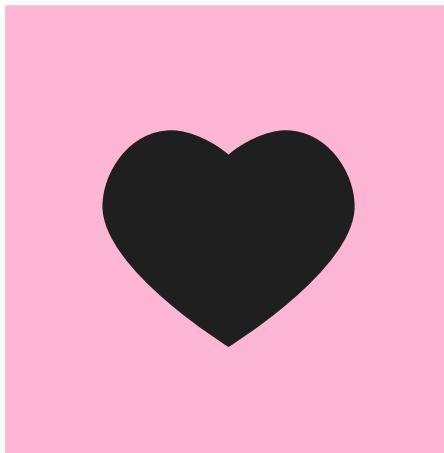
ANXIETY:
Anxiety about security. iphones are a target for hackers, and there have been several high - profile security breaches involving iphones .

Feeling of status.
Feeling of belonging.
Feeling of control.
Feeling of creativity.
Feeling of convenience.



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?