



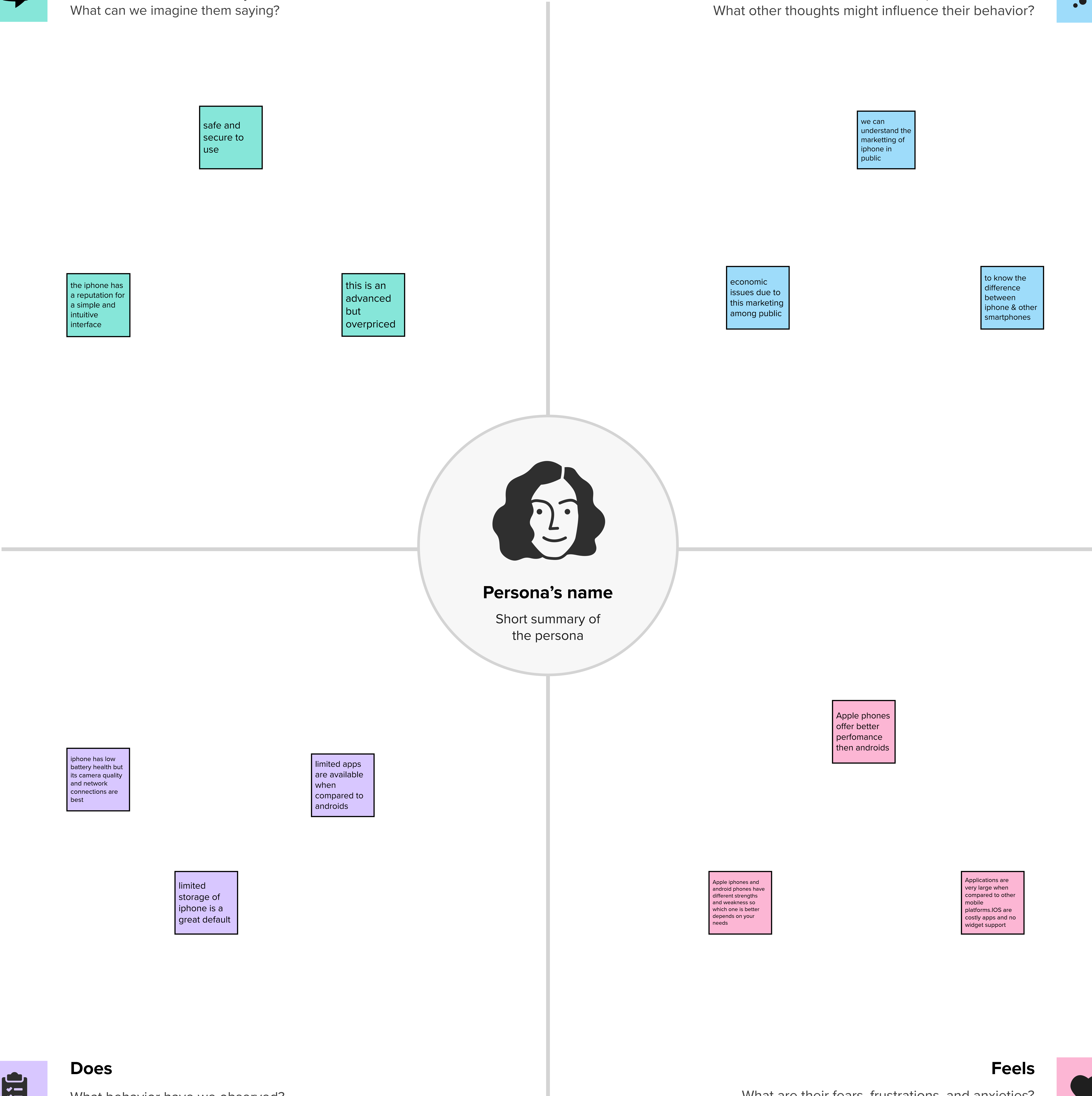
Says

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?



the iphone has a reputation for a simple and intuitive interface

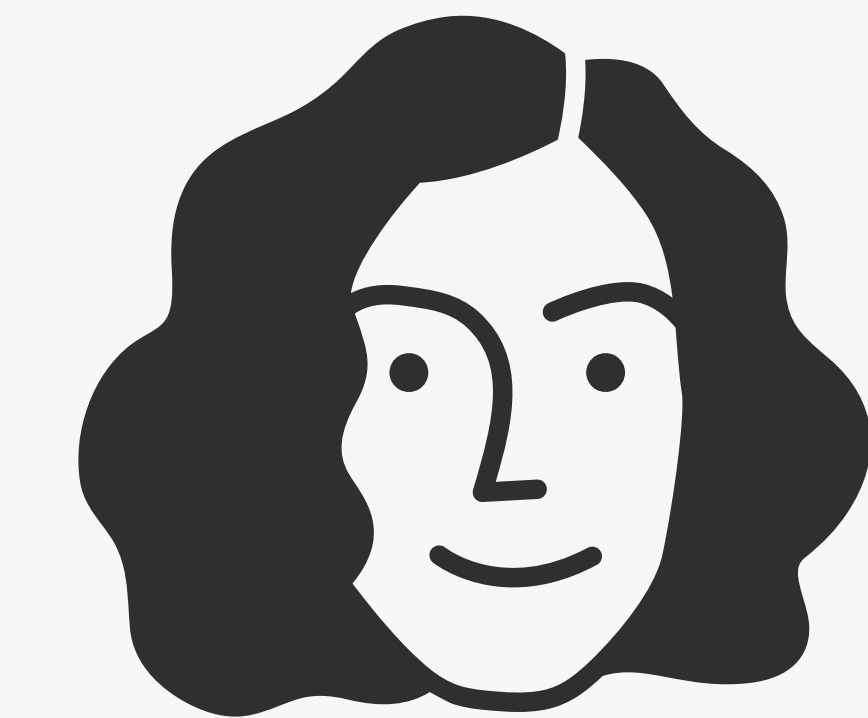
safe and secure to use

this is an advanced but overpriced

we can understand the marketing of iphone in public

economic issues due to this marketing among public

to know the difference between iphone & other smartphones



Persona's name
Short summary of the persona

iphone has low battery health but its camera quality and network connections are best

limited apps are available when compared to androids

limited storage of iphone is a great default

Apple phones offer better performance then androids

Apple iphones and android phones have different strengths and weakness so which one is better depends on your needs

Applications are very large when compared to other mobile platforms.IOS are costly apps and no widget support



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?