

Says

Apple's decision

to drop the "iPad"

name came from

the wireless

carrier AT&T.

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?



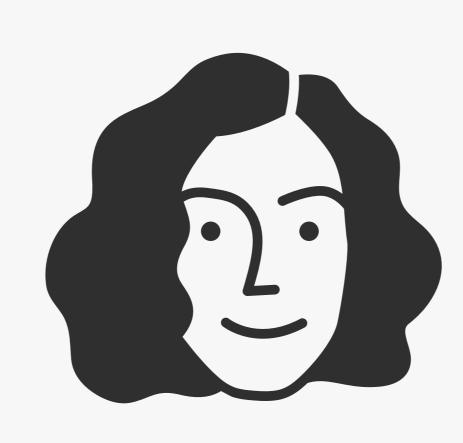
The iPhone was decade before its release, and some of the ideas for the name were just comical.

The iPhone was almost called the iPad .

AT&T wanted to name the device "iPad" but change the "i" to lowercase so it wouldn't infringe on the trademark of a similar product.

The journey to the iPhone is full of interesting facts.

Did you know the iPhone was introduced to the world in 2007 at the same event where the first-generation .



Persona's name

Short summary of the persona

The iPhone was actually the second Apple device to use name.

The first was the Apple iPhone , a web appliance released in 1999 that was disconnected after two years.

Furthermore, the iPhone is the most successful product in Apple's history, but it wasn't the first product created by the company.

When the iPhone was finally released, it was Apple's most expensive product.

The release of the software update came just 10 days after the iPhone was released.

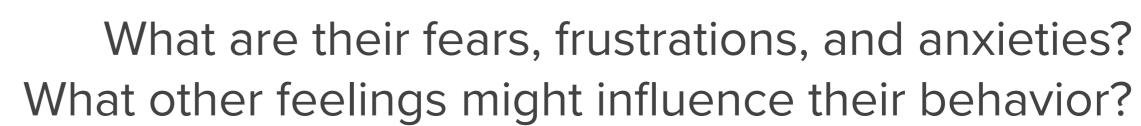


Does

What behavior have we observed? What can we imagine them doing?



See an example





Feels