



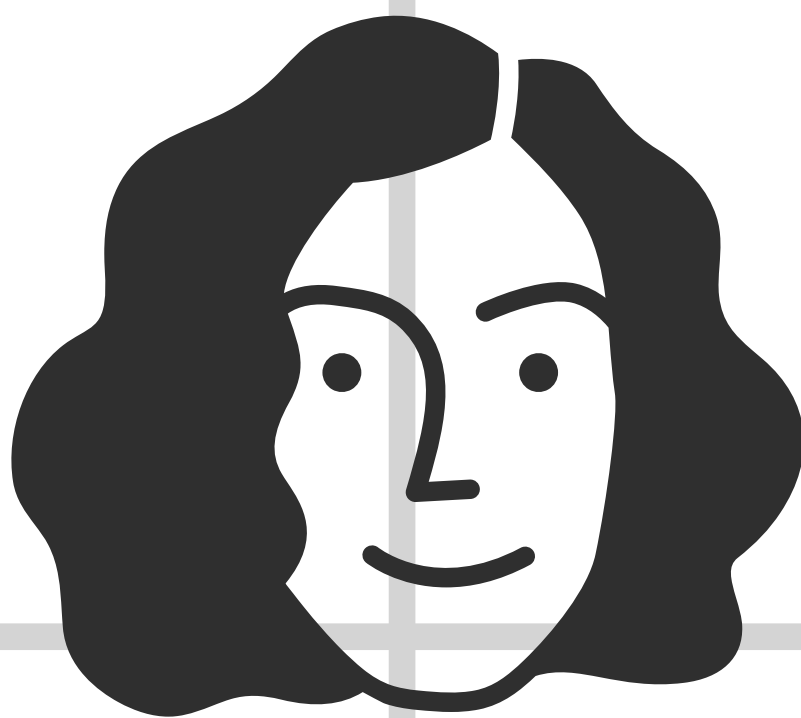
Says

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?



Persona’s name

Short summary of the persona



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?

Revolutionized,  
communication

Creating  
thousands  
of jobs

Mobile web  
browsing

High quality  
display

Use of  
Apple's own  
iOS mobile  
operating  
system

More  
security and  
privacy

Get the best  
apps first

Family  
sharing

It combines a  
computer,  
ipod,digital  
camera and  
mobile phone.

Ambient  
light sensor

iphone make  
sure you  
have enough  
storage

Retina  
display,  
Better  
battery life

Good usability,  
excellent tools  
to help  
students with  
their studies

iphone make  
better  
performance  
than android

Esay to use,  
the Apple  
Eco system

No Bloatware,  
Optimal  
Hardware  
Software  
integration