



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

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 combine 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

Easy to use, the apple Eco system

No bloatware, optimal hardware software integration



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?