



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?

share your
interest

exploring
worlds top
youtube
channel

show off
our style

teach other
youtubers

knowing
information

the coomon
sense is one
that common
people thonk



Persona’s name
Short summary of
the persona

policies

scams

increase
awareness
of social
issues

deceptive
practices

bullying
suicide

avoiding of
pain is a
leads to many
future dental
problems



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?

[See an example](#)