

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?



Social networking website

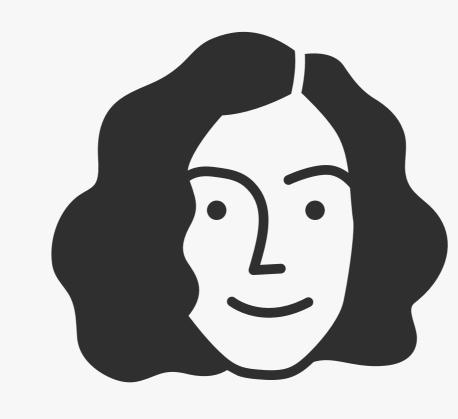
Wasting too much time?

International video sharing

Exploring new things

Best content never become old

Does HD quality are available at low consumption Mb?



Persona's name

Short summary of the persona

Benefits as a business

Inappropriate content also uploaded

Watching Videos over and over

Wide variety of entertainment content

Relieves
Anxiety

Challenges to content creators like copyright issues

Feels

Does

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



What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

