



**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?

International  
video  
sharing

Social  
networking  
website

Exploring  
new things

Best content  
never  
become old

Wasting too  
much time?

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



**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?