



Says

What have we heard them say?  
What can we imagine them saying?

what do  
you think?

• why should  
people  
come to  
your  
youtube  
channel?

why do you  
want to be  
in youtube  
channel?

what  
youtube  
channel is  
best?



Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

i learning of  
all language  
in youtube  
channel

youtube  
channel use  
for people all  
information  
observed

i am  
complet  
the my  
dreams

wasting too  
much time.



Persona's name

Short summary of  
the persona

asks  
friends

compares  
products

makes small  
decisions

excited

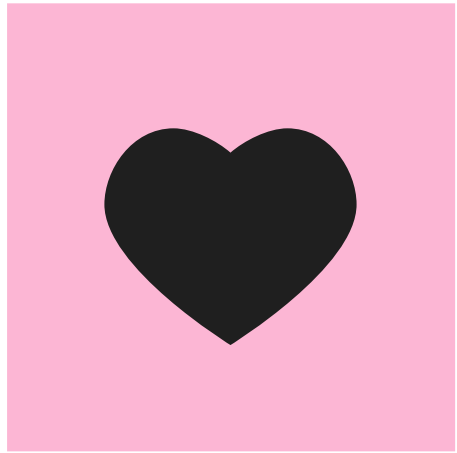
fear

usure who  
to trust



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?