

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?

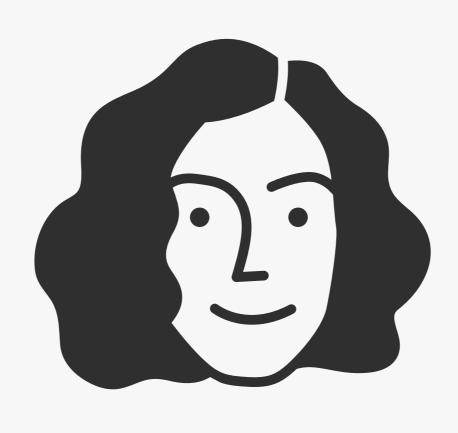
The content should be more attractive

i want it to be more entertaining

there should be a meaning for every content the video should be easier to understand

the reviewing of product is useful

the videos are of high quality



Persona's name

Short summary of the persona

subscribing the channel for knowing the daily updates

posting the videos based on subscriber recommendation

some
channel will
be more
attractive

the videos suit my interest motivational content have great influence

great guide for getting more ideas in various field



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?



