



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

the videos
suit my
interest

some
channel will
be more
attractive

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?



Feels

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