



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?

illustration/
animation
channels

DIY tutorials

podcast
channels

meditation
channels

video game
reviews and
walkthroughs

technology
reviews



Persona's name
Short summary of
the persona

motivation
channels

music
channels

cooking

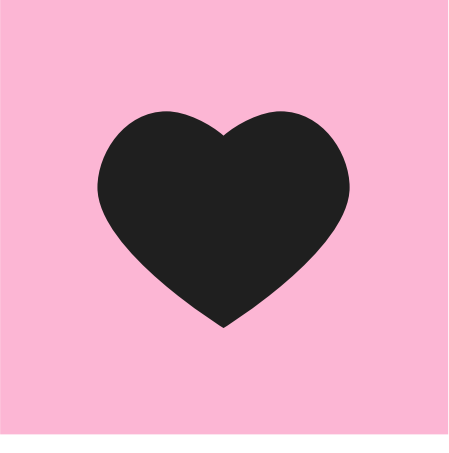
game
channels

dance

news
channels



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?

[See an example](#)