

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?



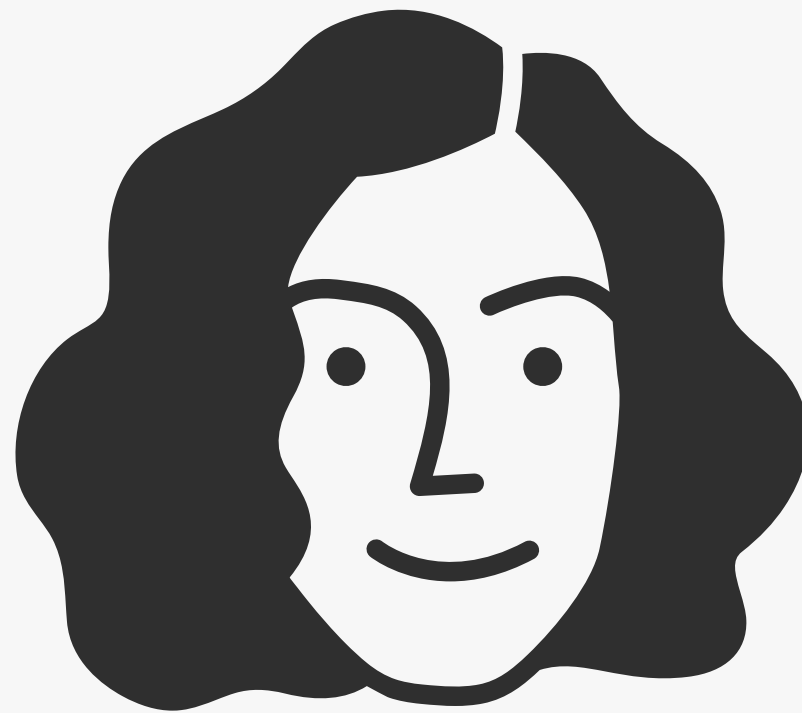
Feels

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



Does

What behavior have we observed?
What can we imagine them doing?



Persona's name

Short summary of the persona



See an example

The Channels are ordered by number of Subscribers

Youtube began publishing a list of its most subscribed channels in April 2006

You can even create and upload your own video to share with others

Youtube is a free video sharing website that makes it easy to watch online video

Accessible worldwide, it was launched on February 14,2005.

It is the second most visited website after google search

Learning new skills is the one of the benefits of Youtube

Best tool for engaging students in learning

Advertisement is a drawback of youtube for the audience

Easy earning is the very top of the list of youtube of benefits of vloggers

How to earn money in youtube channels?

How to increase a subscribers counts?

What are the difficulties of creating new channel?

Bought a movies or TV shows on youtube

15 Billion average views daily globally source