



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?

User Persona:

- Average Social Media User

Gains:

- Connection and staying updated with friends and family.
- Access to a wealth of information, entertainment, and trends.
- A platform for self-expression and creative sharing.

Pain Points:

- Privacy concerns and fear of data misuse.
- Negative impact on mental health due to excessive use.
- Exposure to misleading or harmful information

What They Say:

- "I love staying connected with friends and family."
- "Social media can be so addictive."
- "I'm concerned about privacy and data security."
- "I enjoy discovering new content and trends."
- "I sometimes feel overwhelmed by the constant stream of information."



social media

Needs:

- Better privacy controls and data transparency.
- Tools to manage screen time and reduce addiction.
- Reliable fact-checking and content quality filters.

What They Think and Feel:

- Feel a sense of connection and belonging when interacting with friends and communities.
- Experience FOMO (Fear of Missing Out) and compare their lives to others.
- Worry about privacy and data being collected by social media platforms.
- Enjoy the entertainment, inspiration, and information they find on social media.
- Sometimes feel overwhelmed, anxious, or addicted to the platform.



What They Do:

- Regularly post updates, photos, and videos.
- Scroll through their feeds to see what others are sharing.
- Interact with posts through likes, comments, and shares.
- Use messaging and chat features to communicate with friends.
- Participate in online discussions and join groups or communities.

Wants:

- A more positive and supportive online environment.
- Improved content personalization and relevance.
- Enhanced cybersecurity and data protection.



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?