



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?



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?



Persona's name

Short summary of
the persona

Getting
information
up to date

To learn how
to do
something

To watch
videos that
entertains

Sharing
effective
contents

Entertainment

Can be
utilize for
study
purpose

To know the
impact of our
contents

Obtain
feedback via
comments

Exposure to
a worldwide
audience

Sparking
curiosity

Connect
with
technology

Inspires
creativity