



Says

What have we heard them say?
What can we imagine them saying?

Facebook

youture

Whats app



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Mediya

System

News



KARTHIK KUMAR R

Short summary of
the persona

Browsar

Instagram

Daily hunt

Phone

Polimer
news

Public
News



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?