



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?

Persona's name

Short summary of the persona

There is no cost to open up a Youtube chennal

A members personal presence on Youtube

Youtube is a video sharing service

Youtube as an information disseminating platform for students

Youtube's user-friendliness

Youtube for brand promotion

Ads-a drawback of Toutube for the audience

Obscenity

A lot of distraction

very useful

Benefits talented people

Most Youtube videos are enjoyable



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?