



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

i apreciate  
you

i truely love  
your  
channel

upload  
more

minecraftcc

CONTENT  
CREAYER

IMPRESSIVE  
VIDEOS

offer value

beauty and  
fashion

science and  
technology

talk it about

face your  
fears

take time  
out



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?