

Says

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

Thinks
What are their wants, needs, hopes, and dreams?

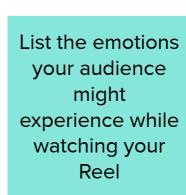


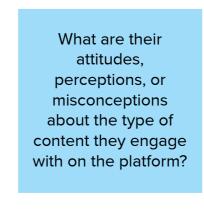
What does the audience say about Instagram Reels?



What other thoughts might influence their behavior?

What are their expressed needs, desires, or challenges related to the content they consume on this platform?









Persona's name

Short summary of the persona

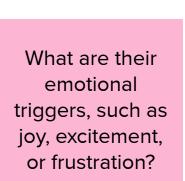














Does

What behavior have we observed? What can we imagine them doing?





