



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?



Creating a youtube thumbnail

Short summary of the persona

I will give them a try

It attracts every one

Use a the best font style

Use our youtube thumbnail to explicitly say our videos is about

Creat colorful thumbnail with coadings

Think of viewers want to know

Looks at ingredients

Compares cost

Research options online

Powerful

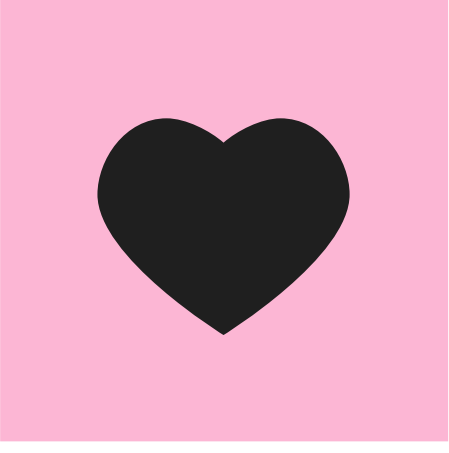
Satisfaction

Exhausted



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?

See an example