



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?



SAM ATHISAYAM. N

Short summary of the persona

HOW TO  
IMPROVE  
SUBCRIPERS?

EXPLORING  
SOMETHING  
NEW

REACH THE  
PUBLIC

CREATIVE  
THINKS

MORE  
LIKES

TIME LIMIT

MORE  
VIDEOS

EARN  
MONEY

WEB  
SERIES

ADD  
MYSTERIOUS  
PLACE

UPDATED

LIVE  
VIDEOS

EXCITED

UNIQUENESS

SURPRISE  
GIFT FOR  
FOLLOWERS

HARD  
WORK



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?