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

What other thoughts might influence their behavior?



"I want to learn something new or be inspired by the content I consume."

"I prefer short, snappy videos that get to the point quickly."

"I hope to discover interesting accounts and content creators through reels."

"I want to see engaging and visually appealing content on my Instagram feed."

"I enjoy reels
that are
informative,
entertaining, or
inspirational."

"I appreciate when creators share behind-the-scenes or personal experiences."



Vibe the Day

"I engage with content by liking, commenting, and sometimes sharing."

"I follow accounts that consistently provide value or entertainment."

"I feel excited when I come across a reel that grabs my attention."

"I appreciate when creators share authentic and relatable content."

"I may get bored or annoyed if a reel is too long or lacks substance."

"I scroll through my Instagram feed during short breaks or in my free time."

Does

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



See an example

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

