



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?

youtube is
the most
searched
thing on
google.

most of the
people use
this app for
positive
feedback only.

compare to
other service
youtube is
much better.

most of the
people using
the youtube
app.

Educational contents
are also in this app.

It contains
both positive
and negative
contents.



Persona's name
Short summary of
the persona

Daily updates
are occurred
from this
app.

with the help
of youtube
the user can
earn money.

personal
connectivity
and identity.

It is a well
trained
person for
all purpose.

funny shorts
,motivational
videos,yoga
can occur.

The content
can never
go old.



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?