

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?

"This video

looks

promising."



"Interesting"

"Eyecatching"

"I want to click on that"

"I wonder what this video is about."

"Is this content relevant to my interests?"

Persona's name

Short summary of the persona

"Click on the thumbnail to watch the video."

"Share the video with friends."

"Excitement"

video for later."

"Save the

"Intrigue"

"Engagement

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?



