



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?

I Want To  
Skipable  
Advertisement  
for Time Issues.

I Want To More  
Video For  
Competitive  
Examiner

I want to learn  
about various  
public topics  
and news.

Thinks about  
restriction  
mode while  
kids video

Thinks about  
low cost for the  
membership

Thinks about  
to useful  
recent  
content  
videos



Persona's name

Short summary of  
the persona

Easy Earning is at  
the very top of the  
list of YouTube  
benefits for  
Vloggers.

YouTube's  
user-  
friendliness.

Build Brand,  
and Creating  
a  
Community.

No content  
strategy.

Clean up or  
refurbish a  
channel.

Right  
channel  
setup.



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?