



Says

What have we heard them say?
What can we imagine them saying?

Thank you for
giving overall
view of best
youtube
channel

I expected
something
different

This project
makes us to feel
how technology
and people's
ideas make a
perfect pair



Persona's name

Short summary of
the persona

Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



categorize
ideas

Learn more
about which
type of videos
people like to
watch

Getting
attention of
people in their
ideas

people will get
awareness
about youtube
channels

Encourage
themselves to
express their
ideas on
youtube

Know more
about
youtube
channels

over-
whelmed

Excitement

amazedness

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?



[See an example](#)