



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?

The concept is crispy

clear information about the video

deatail about the person who post the video

The caption must be attractive

it should kindle the curosimy

catching phrases



Persona’s name  
Short summary of the persona

Make the people to watch the

atractive pictures

Logo is an identity

Need of the electic device

technology of skill requirment

Need of creativity thoughts



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?