

## 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?



Better information gathering

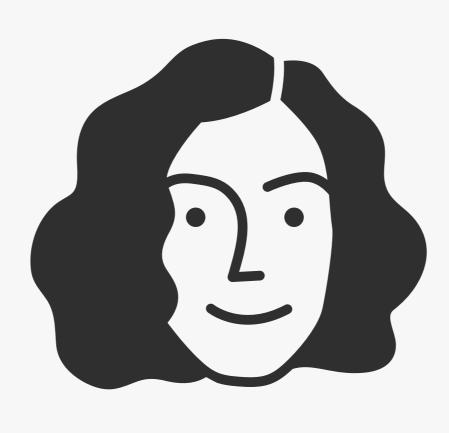
yotube use to money earning platforme

its usefull to me

this one many information to this youtube

youtube bettter update for future

YouTube is an online video sharing



Persona's name

Short summary of the persona

makes it
easy to
watch online
vidoes

social sharing reporting analytices

improves thier listening and punctuation ablities

best entertainment

many information gatering

best content for this platforme

## Does

What behavior have we observed? What can we imagine them doing?



What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



