



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

best
entertainment

makes it
easy to
watch online
vidoes

social
sharing
reporting
analytices

improves thier
listening and
punctuation
abilties

many
information
gatering

best content
for this
platforme



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?