



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?

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Persona’s name  
Short summary of the persona

Creativity in making content videos

Consistency in posting videos

Blackmailing them by misusing their personal information

Confidence to reach their success

Using the view of other people to influence someone

Making someone feel bad about him/her by posting irrelevant content



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