



Says

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

Popular  
video  
sharing  
platform

You tube is  
one of the  
hallmarks of  
todays IT  
development

you tube is  
more then  
online  
videos



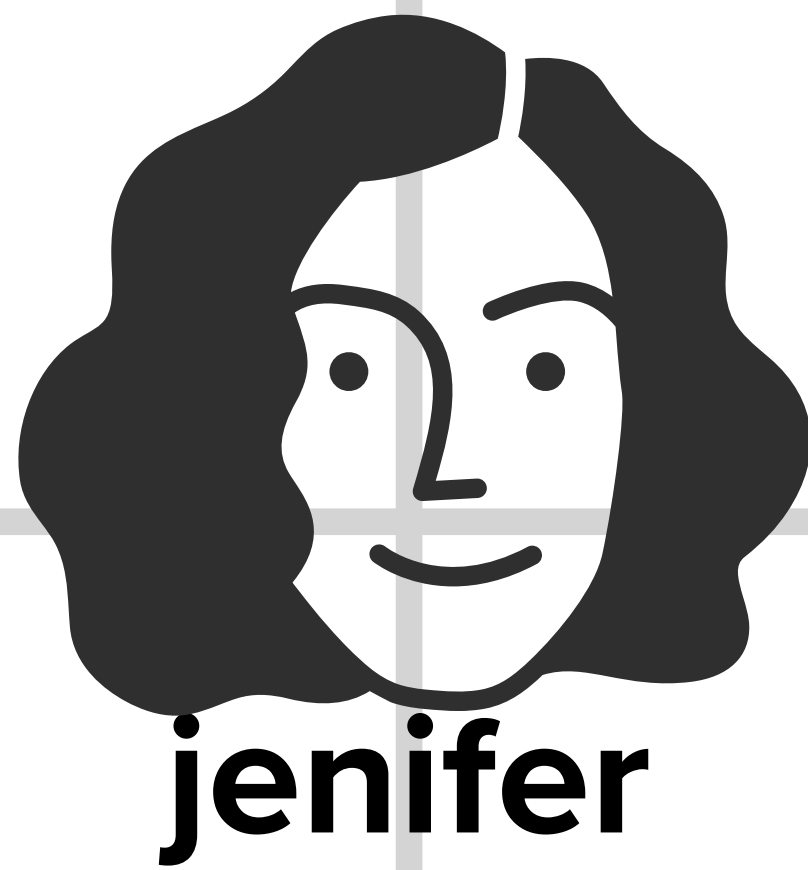
Thinks

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

You tube is  
very useful

You tube web  
provides all the  
information we  
need accurately  
and in less time .

Many people  
use you tube as  
their primary  
sources of  
enteriment



jenifer

Short summary of  
the persona

Create the  
channels  
and earn  
the money

You tube is  
very  
entertainment

You tube is  
useful for  
people of all  
ages



Does

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

You tube is a free  
videos sharing  
website that  
makes it easy to  
watch online  
videos

You tube is  
making it an idle  
place to access  
and share  
information  
remotely

You tube is an  
ideal training plat  
form for all types  
of educational  
training



Feels

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