



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?

It helps in an
easy and
effective way
of marketing

It is used for
students to
acquire
knowledge

Fun,excitement
and
engagement
in the same
place

Remove
unwanted
advertisement

Photo
scanning is
useful to
search topic
in easier way

To improve
subscribers
they done the
task for
subscribers



Persona’s name
Short summary of
the persona

we can easily
known about
the product
without
buying it

The competitive
nature of youtube
can create anxiety
about staying
relevant and
outperforming
others

We can learn
more courses
at anytime
and in any
places

Otherthan
news we get
more
information
too

The fear of
negative comments
criticism or online
harasment can lead
to anxiety about
how their audience
perceives them

Content creators
rely on ad revenue,
and changes in
youtube's
monetization
policies can lead to
financial concerns



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?