



Says

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

• YouTube is a social media platform.

• Source of entertainment.

• Engaging student in leaning.

• Source of earning.

Thinks

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



More meterial to learn

To have advertising revenue

Discovering new products

T.Anusiya rani

Persona’s name

Short summary of the persona

Going back to basics

Searching for information

Staying up-to-date news and events

Happy

Satisfied

Curiosity



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?

