



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?



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?



Persona's name  
Short summary of the persona

most content is generated by individuals, including collaborations between Youtuber and corporate sponsors.

using parental controls

creators to explore alternative ways of sharing content on the platform

pretty much indifferent to the viewer

provides fantastic tools to upload and monetize your ideas

design one that not only clearly represents your brand.

your jobs is to create content on the platform full time

introduce to advertisement

introduce to advertisement

you tube as an information platform for students

almost everything on you tube is free

prioritizing the improvement of alternative content-sharing to goodbye stories