



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?

loss of fear
about the
techonologies

to create
awarness
between the
subscribers

gain
information
about the
beniefits of
using youtube

have intrest
in making an
channel in an
innovative
way

To find how
youtube
influence the
peoples mind

The reaction of
the subscibers
towards the
youtube
channels



Persona’s name

Short summary of
the persona

It helps to
aware the
subscribers

change one's
perception
towards
youtube

being
connect with
the society
and the
environment

gives more
interst in
social
sharing

helps to
expand their
knowledge
about
youtube

stay
connected
with the
peoples



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?