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



Thinks

can social media postings be used to measure your personality?

what your facebook posts say about your personality?

what does
your social
media feed
say about
you?

perform competitive analysis

set goals...

gether content



Persona's name

Short summary of the persona

broadcast information

receive feedback on this information

sharing of personal information

the quick communication methods

impact of social media on human behaviour

Does

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

observe the

broadcasts

of others

Feels

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

