

Says

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

> What do viewers expect a YouTube thumbnail to communicate?

Are there any specific words or phrases they use to describe their ideal thumbnail?

Do they mention any key elements they look for, such as clarity, relevance, or curiosity?

Do they click on the thumbnail to watch the video?

Do they ignore or scroll past thumbnails that don't catch their attention?

Do they engage with thumbnails by liking, sharing, or commenting?

Thinks

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

> Are they curious about the video's

> > content?

Do they judge the video's quality based on the thumbnail?

Are they looking for visual cues or indicators of value?



Persona's name

Short summary of the persona

How do viewers feel when they see a YouTube thumbnail?

Are they excited, intrigued, or motivated to click?

Are they drawn to thumbnails that evoke positive emotions?

Does

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



See an example

Feels

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

