

Says

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

Vlogging: Share your life, travels, and experiences. You focus on a specific theme, like vlogging, food vlogging, or family vlogging.

Thinks

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

Book Review

Discuss your favorite books, provide summaries, recommendations, and lists.

Gaming: Start a gaming channel and share your gameplay, reviews, and tips on your favorite video games.

Cooking and Recipes: Share your favorite recipes, cooking techniques, or explore a specific cuisine.



Persona's name

Short summary of the persona

YouTube: Share tips, create tutorials, or upload vlogs.

- **Travel:** Document travels, travel tips, create travel guides.

Educational

Tutorials: Create how-to videos on a subject you're knowledgeable about, such as cooking, coding, DIY projects, or language learning.

Science and Technology

Explainers: Explain complex scientific concepts or technological advancements in an easy-to-understand manner.

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?