



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?

It helps the viewers decide what to do

What do you think?

Can i include images

You Tube chennal is must

Why do we need a thumbnail for YouTube?

what is thumbnail and how is it used?



Persona’s name
Short summary of the persona

Eye catching visulas

Thumbnails technical

High quality images

Important

No context

Wrong size



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?