

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?

in our
view,they are
using people
to earn
money

more useful videos are available

uploading prank videos just for getting likes, subscribers

youtubers need support from subscribers

they need money

influenced by youngsters



Persona's name

Short summary of the persona

requires subtitles useful messages

fake info

hate comments potential threats to their safety measure

copyright

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?



