



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?

primary source
of
entertainment

search for
who having
more
subscribers

Brand
promotions

ability to
stream
content

To
developing
skills

To explore
unknown
thinks



vaishnavi's team
Short summary of
the persona

increase
awareness
about social
issues

useful to
gain
knowledge

user Friendly

encourages
creativity

Relxation
while using

inexpensive
distribution of
educational
content



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?