



Says

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

The youtube
used to learn
many thinks
newly.



Thinks

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

youtube
videos are
easily
shareable.

youtube videos
a great tool for
engaging
students in
learning.

it has the best
analytics
platforms than
any other
social ne

youtube can offer
a more intimate
and engaging
connection with
our audience

they need
creative
content



Persona's name

Short summary of
the persona

it needs
extra source
of traffic

nowadays it
contains
more ad

get outside
your comfort
zone

we can earn
money from
you tube

misusing the
photos and
personal
details

hilds are
affecting
from you
tube



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?