



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?



Persona’s name  
Short summary of the persona

It's safe to say that you tube is the most popular video platform out there.

The simplicity of you tube is one of the many reasons why it has exploded in popularity over the years.

You tube makes it so easy for content creators to share their content with a large audience.

you tube was reported to increase their understanding of other's experience, access to expert health information.

Emotional support, have a positive impact on depression, anxiety, and loneliness and provide them an effective outlet for self-expression, developing self-identity and community building.

Using you tube videos in conjunction with various other modes of instruction, such as lectures, texts, or classroom discussions, will increase overall understanding and consequently, grades.

\*Users can search for and watch videos.  
\*Create a personal you tube channel.

\*Upload videos to your channel.  
\*Like/comment/share other you tube videos.

\*Users can subscribe/follow other you tube channels and users.  
\*Create playlists to organize videos and group videos together.

You tube is easy yo use for everyone, even if you don't have any computer skills.

Still, don't know how to use this social media platform? Don't worry, there are many tutorials out there to show you how to upload a video and much more.

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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?