



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?

DATE:31.08.2023  
TEAM  
ID:NM2023TMID15234  
EXPLORING WORLDS  
TOP YOU TUBE  
CHANNELS

Harmless  
background  
noise,164  
millions  
subscribers

Making her  
content  
esaily,113  
millions

Nursery  
rhymes

Top rateter  
kids you  
tube  
channels

You tube  
mega  
star,177  
millions

Great  
entertainment  
in hindi,161  
millions

Viral stunts

Entertainment  
channels in  
boolywood

High level  
songs, 98.4  
millions

Most  
sudscribed  
you tube  
chennals,248  
millions

Calssical,  
modern pop  
songs

Indian pop  
music



Persona's name

Short summary of  
the persona

Cocomelon

Kids diana  
show

Simple  
languages

Excellent  
editing

Mr beast

Sony  
entertainment  
television

Inspiring  
journey

Verious  
dramas

Zee music  
company

T-Series

Indias  
leading  
television

Wourld wide  
audiences



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?