

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

Says



EXPLORING
NEW
FOODS AND
PLACES

NEW
TECHNIQUES
TO ATTRACT
PEOPLE

BEST
ENTERTAINMENT

BEST
EFFECTS
GIVE BEST
RESULT

BEST
HACKS
AND IDEAS
IN GAMING

USEFUL
IDEAS FOR
ALL AND
EVERYDAY

DATE:01.09.23
TEAM
ID:NM2023TMID15331
Exploring world's top
youtube channels

Thinks



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

247 MILLION
SUBSCRIBERS
ALOVER THE
WORLD

ROASTING
THE
TRENDING
PERSONS

EVERY AGE
GROUP
PEOPLE ARE
LIKED

BEST
EXPLANATION
ABOUT FOOD

GIVE
ADVICE BY
THEIR
FAMOUS

GOOD
VISUAL
EFFECTS

YouTube

Persona's name

Short summary of
the persona

CARRY
MINATI -
INDIA

T -SERIES -247
MILLION
SUBSCRIBERS

FOOD
WORLD
OFFICIAL,
USA

TOTAL
GAMING -34
MILLION

Mr.BEAST
AND
COCOMELON-
NURSERY
RHYMS

SALONI
SEHRA-8.13 ,
ANUNAY
SOOD-8.72

GAMING
CHANNEL

ROAST AND
COMEDY

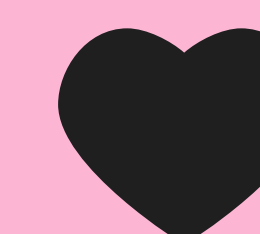
MOST
SUBSCRIBED
CHANNEL

MOST
LIKED AND
VIEWS
CHANNEL

FOOD
REVIEWING
CHANNEL

POPULAR
INFLUENCERS

Feels



What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

Does



What behavior have we observed?
What can we imagine them doing?

See an example