

Says

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

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



Thinks

YouTube began is publishing a list of its most subscribed channel since April 2006.

The most subscribed channels are changing in every year

The channels orderd by number of subscribers

Their dreams is to be famous

They always want to become a better chennel

Their need is to have more subribers



Persona's name

Short summary of the persona

Make the channel attractive to be liked by all

Create
YouTube
channels with
own content

Be careful not to put any fake news They will strive to make them admired among people

Their fear is that no fraud should happen to them

Their concern is that we should always give people the best and the right



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?

