



Says

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

User should have the ability to subscribe to their favourite channels.

A subscriber to a channel on the video sharing youtube is a user who has choosen to receive the channel's content by clicking "subscribe"

Each youtube channel should have a profile that displays essentials information including channel name, subscriber count, video views and so on



TEAM 1

Short summary of the persona

Based on the subscription rate, we can choose the top youtube channels

Each user's subscription feed consist of videos published by channel to which the user is subscribed

The platform should provide analytics and insights to track user engagement, popular channels and trending content. This data used to improve content curation, personalize recommendation and enhance overall experience



Thinks

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

Aim to create a user friendly platform that facilitates the exploration, also providing social interaction

This platform enhance user engagement and satisfaction while also creating opportunities for revenue generation growth

The channel whose current growth rate indicates that its displayed subscriber count will exceed that of the other channel is listed first

Introduction of subscription in youtube channels help us to choose the top youtube channel



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?