



Says

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

Around three-quarters of U.S adults (73%) say they use youtube.

Many Americans use youtube to say informed and learn new skills.

Most popular Youtube chennels don't produce content in English.

Children's content andvideos featuring children are also very popular.

Youtube chennels generate a massive amount of content every week.



Thinks

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

Youtube 's user friendliness.

Youtube benefits talented people .

Youtube has around 2.3 billion active users as of 2021.

Youtube for brand promotion .

Youtube as an information disseminatin g platform for students.



Persona’s name  
Short summary of the persona

To learn how to do something.

Catering to youtube's Giant Audience.

Defining social media & culture.

To watch videos that enterttain me.

Engage with the YouTube co mmunity.

Fraversy media.

Techsith, Intellipaat.

Quentin walt tutorials.

Codevolution, Simplilearn.

Clever programmer.



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?