



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?

I have to
grand my
channel

I want to
explore the
content
clearly.

I want to
create
videos with
high quality.

How to
create most
wanted
videos?

How to
increase the
numbers of
subscribers?

How do
I bring my
channel in
top list?



Persona's name

Short summary of
the persona

Analysing
previous
data.

Discuss with
other
youtube
channel.

Wishing to
spread my
knowledge to
more people.

Expectory a
guidance
from other
successful
youtubers.

How do you
encourage
youtubers.

Creators
videos in
most wanted
category.



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?