

I often Binge-watch content from these channels during my free time

I love watching videos from my favorite channals to unwind and relax

I hope content continues to be interting and engaging

I wonder when the next video will be uploaded

I subscribe to these channels because their videos provide valuable information and entertainment

I like to engage with other subscribers in the comments section

I appreciate the effort that creators put their content

I trust the creators to deliver high - quality videos

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?



youtube subscriber
Short summary of the persona

Subscribes to channels to say updated.

Likes shares and comments on videos.

A sense of belonging to a community

Happiness when seeing positive intraction if the comments.

Recommends these channels to friends and family.

Reates playlists to organize favorite videos.

Excitment when discovering a new channel.

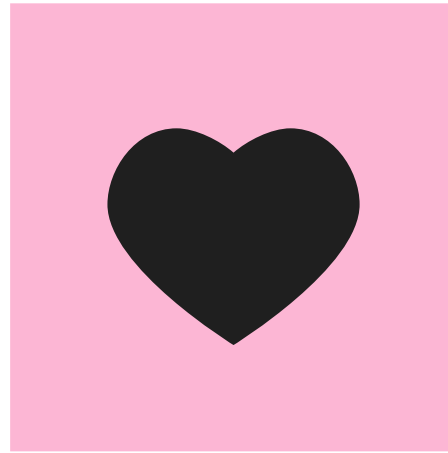
Gratituate towards creators for their content

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?