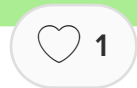




Says

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

Needs
entertaining
and
informative



Content
used to be
so relatable,
but not
anymore

Content
resonates
so much

Thinks

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



Find
channels
that teach
new things

There was an
easier way to
discover
niche
content

Want
something
awesome

SUBSCRIBERS

Consistently
watching,
staying up-to
date with new
content

Suggest ideas
for future
videos or
content
topics

Engaging in
discussions
within the
comments
section

Feel
disconnected
if creator
doesn't
engage with
comments

Frustration
when a
creator's
content
quality drops

Irritation
from
excessive
ads

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?

