PERSONA CANVAS

DEMOGRAPHICS::

AGE:18

OCCUPATION: STUDENT

LOCATION:RURAL

YOUTUBE USAGE:

LOCATION 1:

*USES TO WATCH EDUCATIONAL VIDEOS

*FOR GENERAL KNOWLEDGE

PERSONA NAME: ALEXA

NEEDS AND BEHAVIOUR:

*EASY TO WATCH VIDEOS

*FREQUENT USER TO WATCH NEWS

*EASY TO UPLOAD THE VIDEO OF THEIR KNOWLEDGE AND TALENT

CHALLENGES:

*FREQUENT ADS IN STARTING OF VIDEO&MIDDLE OF THE VIDEO

*ALWAYS POPS TO USER TO TAKE SUBSCRIPTION

*CREATORS FACE CHALLENGES OF COPYRIGHT

EMOTIONAL RESPONSE:

*USER GETS AN OPPORTUNITY BY UPLOADING VIDEO TO EARN MONEY

*CONTENT CREATERS GET MORE BY MANY COMPANIES OPPORTUNITIES

*THE USER MAY GET FAME AFTER REACHING CERTAIN SUBSCRIBERS