



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 for brand promotion.

Easy to use the youtube channels

It is very useful in cooking,studying to learn about anything and so on.


youtubers,coment from all differnt kinds of categories.

Create Opinion Videos

Review A Product

Interview someone

Give Tutorials



Persona’s name

YOUTUBERS

A subscription to youtube premium unlocks useful streaming features on youtube.

smart downloads now adds recommended videos to the library of youtube premium subscribers for offline viewing

youtube music premium is included in your youtube premium membership.

youtube users-friendliness.

get outside your comfort zone.

creative outlet.

Making money its not that easy.

Defarmation and bullying.

Obscenity.



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?