

Says

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

What are their wants, needs, hopes, and dreams?

What other thoughts might influence their behavior?



one of the worlds
largest emerging
social platform used
by many people to
know the
happenings around
the world.

more than 80% of people all around the world including kids as it covers various genres from entertainment to education.

As an subscriber getting updated about the things I like depending upon my preferences.

Many videos are similar with some differences and it makes them boring.

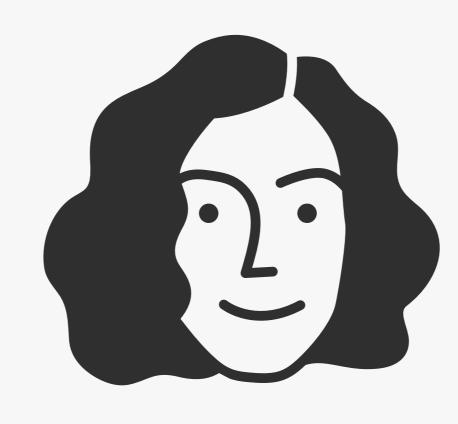
Thinks

It became an source of income to people without any discrimination.

faceless
mysterious
channel people
attracts more
people with
curiosity.

music plays an important role in the performance of the channel.

most of millennials are inspired by existing Youtubers.



Persona's name

Short summary of the persona

You need to meet certain requirements and join the Youtube Partner Program (YYP).

Helping the clients to reach their goals (sub).

YouTube will automatically remove your channel's access to monetization if it drops below the threshold.

Non stop ads & paid contents are an frustration

Providing clarity about subscription(like examples of top youtubers).

Helping the clients to reach their goals (sub).

The fear of having their privacy exploited & receiving abusive comments.

the anxiety
when viewer
doesn't
respond well
to your shorts.

Does

What behavior have we observed? What can we imagine them doing?



What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

