



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?

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.

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?



Feels

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