



Says

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

YOUTUBE is an app
only made for watching
videos

1. "T-series" -248
Million subscribers

2.Mr.Beast-176
million subscribers




Thinks

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

3.cocomelon youtube
channel -164 million
subscribers

4.SET-India - 161
million subscribers

5.Kids Piano
Show - 113 million
subscribers



Persona’s name

Short summary of
the persona

6. Pew die Pie - 111
million subscribers

7.like Nastya - 107
million subscribers

8. Vlad and
miki - 100
million
subscribers



Does

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

9. Ice music company -
98.8 million subscribers

MIKE COREY - The
best travel youtube
channel

10.WWE - 96.8
million subscribers



Feels

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