



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?

EXPLORING
THE TOP
YOUTUBE
CHANNELS

CONTENT CREATOR

Excited
to share their
passion to the
world through
videos.

VIEWERS

Finding
entertainment
and
informative
videos

CONTENT CREATOR

Content resonates
with viewers
and gain
strong
following

VIEWER

Discover
something
interesting or
learn new
things

SPONSOR

Target audience
throughs ads

PLATFORM

Aim to
recommend
the most
relevant content
to users

SPONSOR

Brand gets
positive
exposure
recognition

PLATFORM

Analyze users
behaviour to
optimize
recommendations

**CONTENT
CREATOR**

Research video
ideas, plans
content creation
schedule

VIEWER

Searches for
specific topics,
subscribe to
favourite channels,
likes and
comments

**CONTENT
CREATOR**

Excited about
the potential to
connect with
the audieces

VIEWER

Curious when
searching for
contents and
frustrated by
excessive ads

SPONSOR

Creates ads,
campaigns,
analyze
performances,
identifies
potential content for
sponsorship

PLATFORM

Analyze
users data adjust
recommendation
algorithm

SPONSOR

Concerned
about ads
viewability
and audience
perception

PLATFORM

Concerned
about the
balance
between
popular and
diverse content



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?