Always looking

for channels

that provide

value or

entertainment.



these creators

What other thoughts might influence their behavior?

Wonders how come up with their ideas

Want to be part of a community that shares their interests

Loves discovering new content on YouTube

Hoping this channel keeps producing the content they love

Curious about the strategies that make a channel successful



SUBSCRIBER who subscribed YouTube channels

Subscribes to channels they enjoy.

Shares videos they find interesting on social media

Interacts with creators through likes, comments, and shares

Curious about the stories and personalities behind top channels.

Frustrated when notifications flood their feed.

Excited to find content that resonates with them.

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?



