



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?

" I want to find popular Youtube channels that align with my interests."

"I am looking for high quality content and fresh ideas."

I hope I can find channels that can help me improve my content.


I wonder if these top channels started with just a few subscribers like me.

"I wish there was an easy way to keep up with the latest trends on youtube."

"I like channels that engage with their audience and respond to comments."

You Tube channels has a interesting way to see how digital media has transformed into Entertainment and Communication.

It would be great if there was a tool help me filter channels.



**EXPLORING
WORLD'S TOP
YOU TUBE
CHANNELS**

Short summary of the persona

Searches for top you tube channels on Google.

Read reviews or reccomandations from fellow content creators.

Excitement about discovering new conyent and creators.

Frustration if overwhelmed by too many options.

Subscribers to channels that resonate with their interests.

Take notes and tries to implement new ideas in thier own content.

Motivation to learn from succesful you tubers.

Curiosity about the behind-the-scenes of these channels.



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?

 [See an example](#)