

Thinks

"I love watching YouTube channels with a large subscriber base!"

What can we imagine them saying?

"I follow the top YouTube channels to stay up-to-date with the latest trends."

"I wonder what sets the top YouTube channels apart from the rest?"

"I hope these channels continue to produce engaging content."

"I always recommend popular YouTube channels to my friends."



Persona's name

Short summary of

the persona

"I wish I could have my own successful YouTube channel with a large subscriber count."

Watches videos from the top YouTube channels regularly.

Tries to replicate the success formulas used by successful YouTube channels.

Likes, comments, shares, and subscribes to their favorite channels.

Excitement and enthusiasm when discovering new content from their favorite channels.

Motivation to improve their own YouTube channel.

Inspiration from the success stories of top YouTube creators.

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?



