



Says

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

Mr.beast is the most subscribed individual youtube channel.

T - series is the top youtube channel with 248 million subscribers.

There are many types of video that can make us entertain well.

Thinks



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

Their hopes and dreams are to advance their career

Their need is to attain their goals

Their motivation thought might influence their thought



Persona's name

Short summary of the persona

Postures, movements, non verbal and verbal behaviour

Systematic recording of behaviour by an external observer

A person contemplates the smell and taste of a food without either seeing or tasting it

Privacy issues is their fears

Bad comments gave them frustrations

Youtubers are often down to earth might positive impact on peer social influence

[See an example](#)



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?