



Says

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

Youtubers say
about product
reviews,
explore new
things.

youtube has
many users

we can
imagine them
like saying
entertaining
content



Thinks

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

To acheive
more
subscribers

They want
youtube 's
growth in
future

peoples
comment on
their channel



Persona's name
Short summary of
the persona

their
confidence
increases when
the content get
good views

they give
ideas about
smart works,
gain
knowledge

helps to
know about
new things

Their biggest
fear is to
have youtube
in future

self about
about their
content

Their anxiety
is people
should enjoy
their 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?