



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?

Content creators on top youtube channels share variety of videos from entertainment and education to vlogs and tutorials.

what strategies do they use to attract viewers?

How do they engage with their audience?

What kind of content do they create?

What are their goals for their YouTube channel?

How do they measure success?



Research trends and audience preferences

plans and creates video content.

Excited about creating content that resonates with their audience

interact with viewers through comment, social media, and live strives

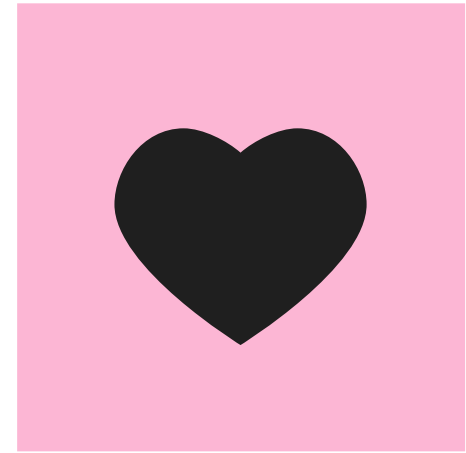
Motivated to constantly improve and evolve their channel

Connected to their viewers and their community they've built



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?