



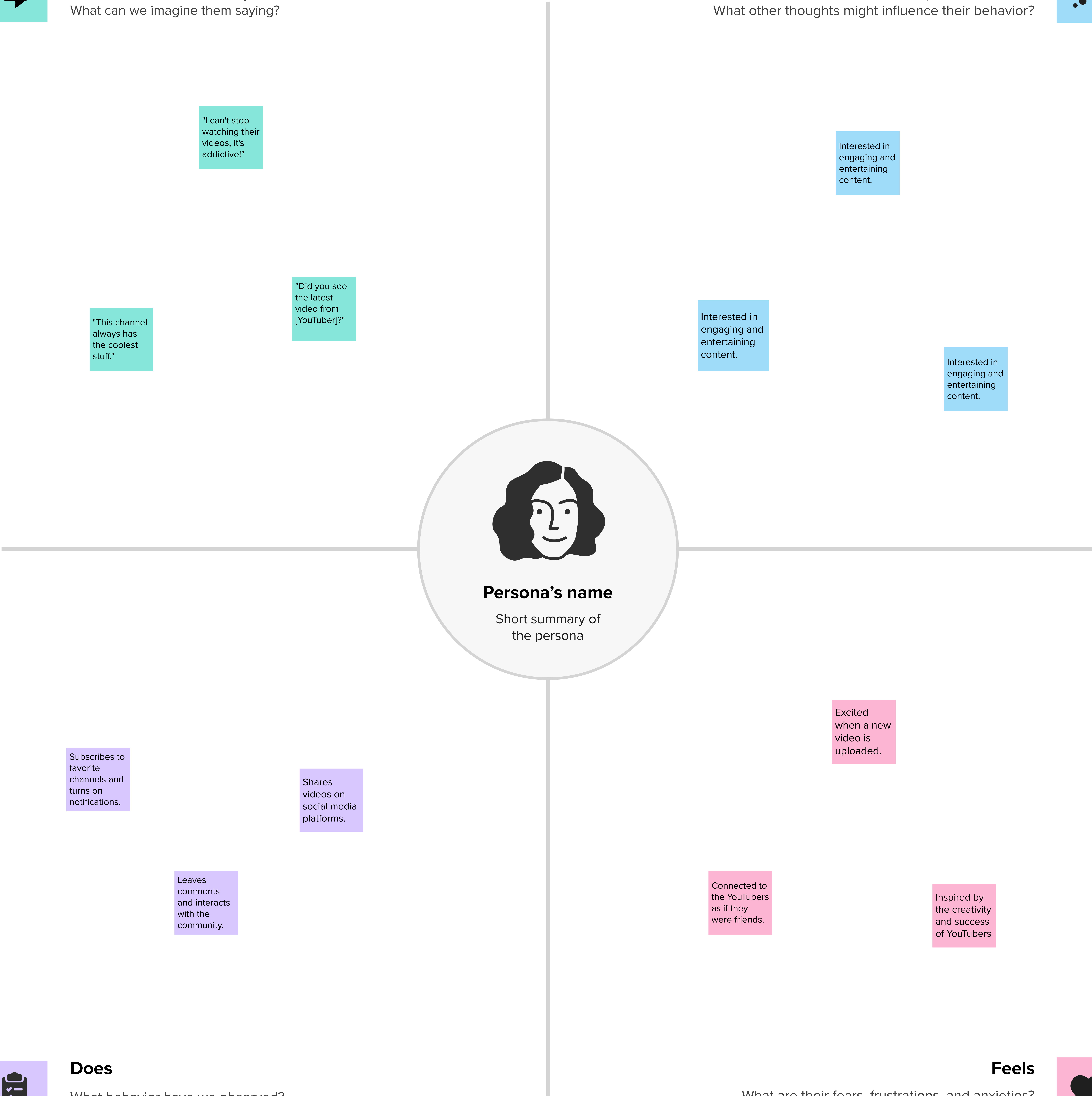
Says

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 can't stop watching their videos, it's addictive!"

"This channel always has the coolest stuff."

"Did you see the latest video from [YouTuber]?"

Interested in engaging and entertaining content.

Interested in engaging and entertaining content.

Interested in engaging and entertaining content.



Persona's name
Short summary of the persona

Subscribes to favorite channels and turns on notifications.

Shares videos on social media platforms.

Leaves comments and interacts with the community.

Excited when a new video is uploaded.

Connected to the YouTubers as if they were friends.

Inspired by the creativity and success of YouTubers



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?