

Develop shared understanding and empathy

Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.

Subscribers take action by clicking the subscribe button when they find a channel that interests them.

Engaged subscribers often leave comments to express their thoughts, ask questions, or engage with the content creator and other viewers.

Subscribers can like or dislike videos, indicating their approval or disapproval of the content

Subscribers may be drawn to channels that offer a diverse range of content, such as tutorials, reviews, vlogs, or entertainment.

Subscribers assess the quality of videos, including resolution, clarity, and production values. High-quality videos can keep viewers engaged.

Subscribers might be attracted to channels that follow current visual trends or have a unique visual style that sets them apart.

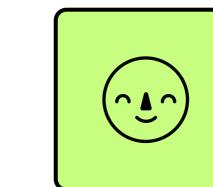
How will we know they were successful?

What do they THINK and FEEL?

GOAL

PAINS

What are their fears, frustrations, and anxieties?



GAINS What are their wants,

needs, hopes, and dreams?

Subscribers gain access to entertaining and educational content that enriches their lives and provides enjoyment.

Subscribers may

learn new skills or

gain knowledge in

various fields

through educational

channels.

Subscribers can

engage with a

community of like-

minded individuals

who share their

interests and

passions.

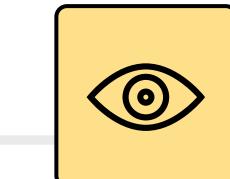
Some channels offer subscribers,

exclusive perks or early access to content for their providing added value.

Top YouTube channels can inspire and motivate subscribers to pursue their own interests, hobbies, or

creative endeavors.

Subscribers pay How content is attention to video presented visually, titles to understand such as the use of what the content is storytelling, animations, or creative about. Clear and editing, can impact compelling titles how engaging it is. can attract viewers.



What do they SEE?

What do they see in the marketplace? What do they see in their immediate environment? What do they see others saying and doing? What are they watching and reading?



What do they SAY?

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

Subscribers may engage in discussions with other viewers, debating topics, sharing insights, or speculating about future content.

Subscribers often share their opinions and reviews of specific videos or content creators within the comments section.

share their

Subscribers might discuss the channel's growth, milestones, and

What do they need to DO?

What do they need to do differently? What job(s) do they want or need to get done? What decision(s) do they need to make?

WHO are we empathizing with?

What is the situation they are in?

What is their role in the situation?

Who is the person we want to understand?

Aspiring YouTubers who aim to understand the preferences, needs, and motivations of their potential subscribers. Established content creators looking to improve their content, engagement, and subscriber base.

What do they HEAR?

What are they hearing others say?

What are they hearing from friends?

What are they hearing second-hand?

Subscribers may

hear about a

channel through

collaborations

with other popular

content creators.

YouTube channels

can promote

themselves through

ads, which

subscribers may hear

about while watching

other videos.

What are they hearing from colleagues?

People who are actively engaged in watching YouTube videos and subscribing to channels. Subscribers who want to discover new and engaging content.

their audience through comments or social media.

> Subscribers may be frustrated when their favorite channels don't maintain a consistent upload schedule, making it hard to know when to expect new content.

Subscribers might feel

disconnected from

content creators who

don't engage with

If a channel's content quality drops over time, subscribers may become disillusioned and discontinue their support.

Some channels use

clickbait titles and

thumbnails, leading

when the actual

content doesn't

match expectations.

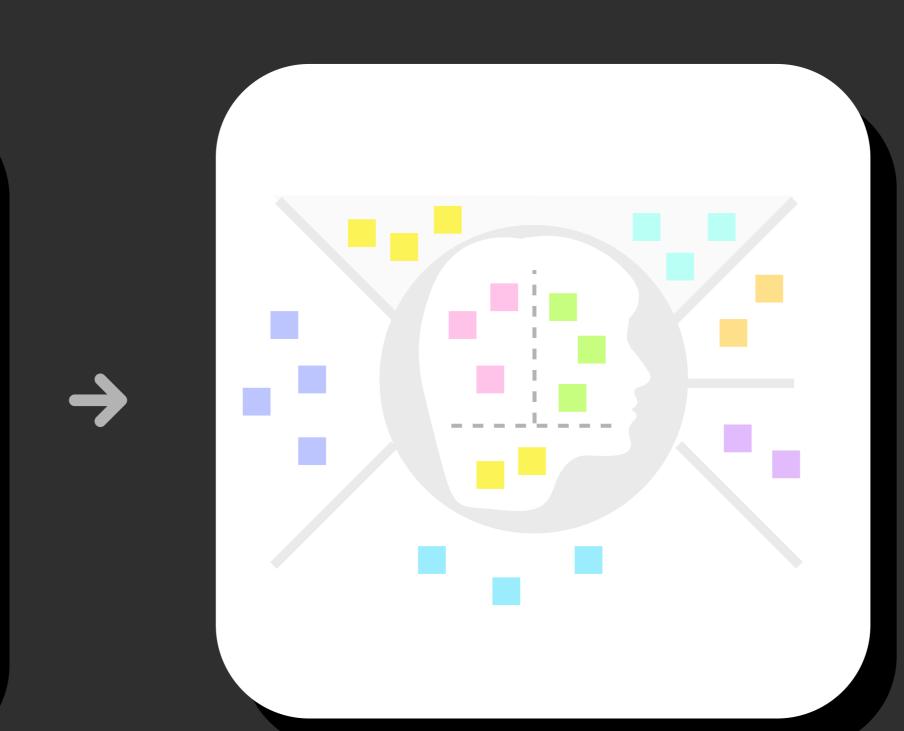
to disappointment

Overly aggressive advertising or

sponsored content within videos can be irritating for subscribers.

YouTube channels recommendations from friends, family, or colleagues.





platforms or review websites. Subscribers often hear about top

through

Subscribers might

come across reviews

or recommendations

for channels on

social media

Popular channels can generate buzz on social media platforms, where subscribers hear about trending

content.

Subscribers may recommend their favorite YouTube channels to friends, family, or online communities.

Subscribers might experiences with a channel, such as how they discovered it or how it has impacted their lives.

achievements with other fans.