

So you wanna be a YouTuber?

A guide to finding your place within the YouTube Community!



By Jessica Lundquist

SoYouWannaBeAYoutuber.com will be directed toward those interested in being YouTube content creators. These past few years YouTube has become a growing media industry. But unlike past industries, anyone can be a creator. Even though anyone has the ability to upload to YouTube, being a successful Youtuber does not come easily. This site will be filled with information, how to's and tips for new creators.

Personas:



Alex: The 13-year-old “gamer” using his love for video games to find a community online.



Veronica: The 18-year-old college student inspired to make beauty and lifestyle videos like her favorite Youtubers.



Kirk: The 30-year-old high school teacher who makes math tutorials looking to reach a large audience of students around the world.

Name: Veronica

Descriptor: Interests in beauty, fashion trends and social media

Quote: “I like to keep up to date in pop culture and fashion”
“Did you see my snapstory last night?”

Who is it?

Age: 18

Location: East Lansing, Michigan

Job: Works part time on campus, goes to school

Technical Skills: Can film videos on phone but needs more professional techniques. Can readily use websites because of plenty of social media experience.

Goals: To learn how to build an audience of teenagers like herself interested in health, beauty and life style videos. Possibly earn money from her videos to help pay for college if she can.

Attitude: Somewhat eager, wants help but wants it to be easily understood. Would prefer to watch video tutorials than read paragraphs of “how to’s”

Veronica expects to be able to easily understand the website like she would understand any other popular site or social media app which she frequently uses. If layout is similar enough to a custom site she should have no problem. Because of her age and technological experience, even if the site is structured a little differently she should be able to navigate it. She is on this site looking for quick and easy tips to build and grow her YouTube channel. Since she has a busy life style balancing school, work and trying to work on a channel she would prefer information was straight to the point and helpful.