



**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?

Post a variety of content

Set the goal to achieve the Diamond play button

Improve video and audio quality

Post videos related to current affairs

You must be post your videos short and sweet

We want some distinct location and background



Short summary of the persona

Make better Thumbnails to attract people

User gain more unknown world knowledge through your videos

Promote videos for increasing subscribers

Your video should be unique and different from other youtube channels

User expect satisfaction from your videos

By watching humour videos, people feel relaxed during their hard times



**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?