



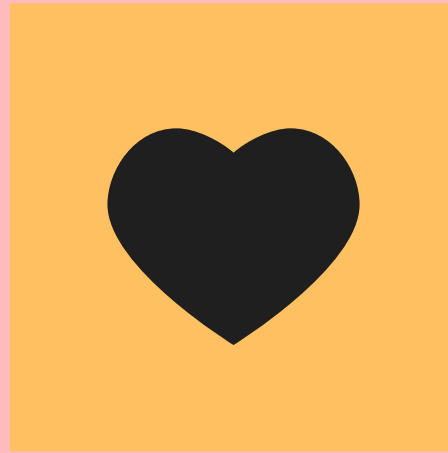
Says

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?



Feels

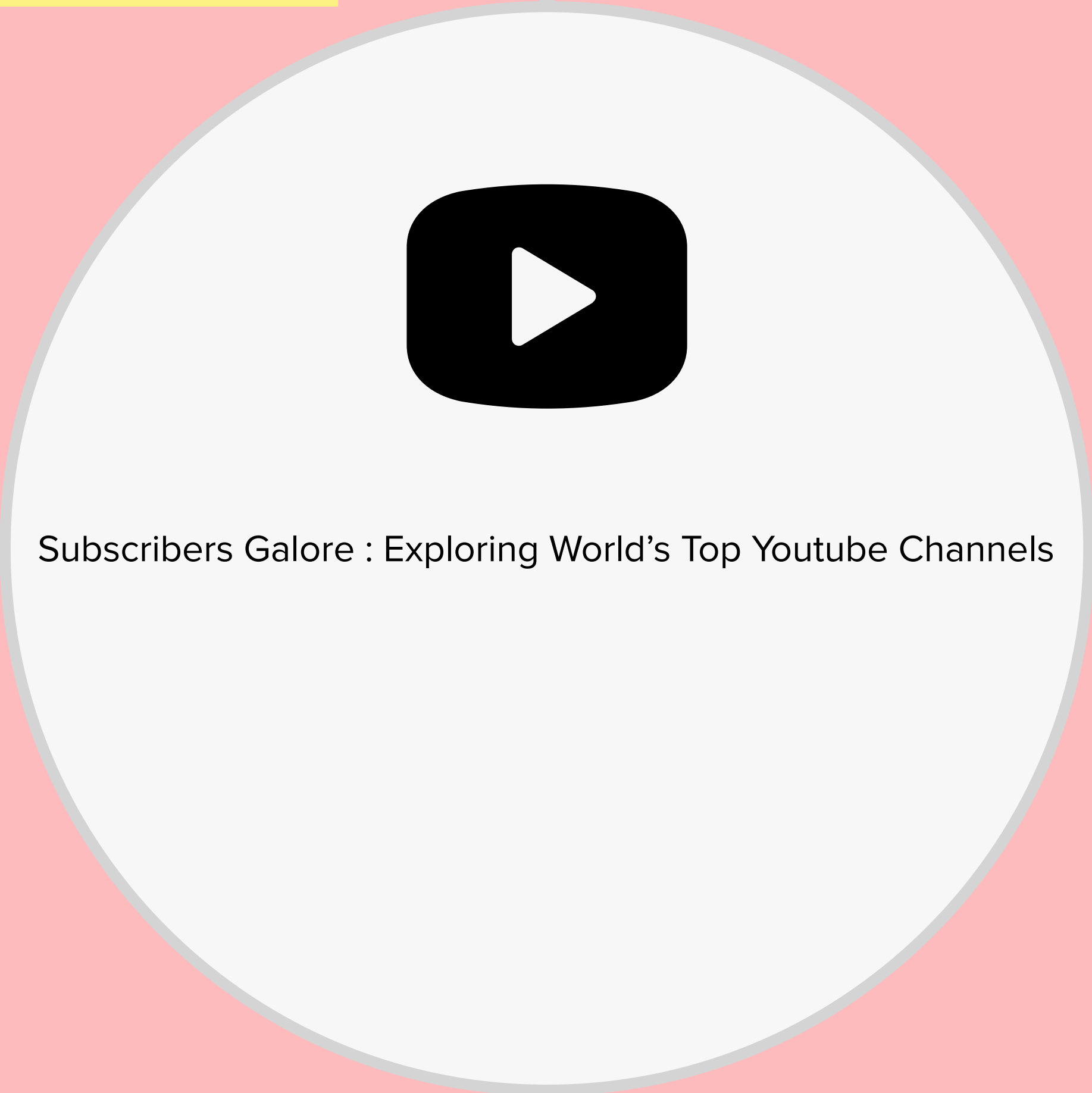
What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?



Does

What behavior have we observed?  
What can we imagine them doing?

See an example



**Content  
Creators**

Interact with their audience through comments, social media, and live streams.

Collaborate with other creators for cross-promotion

Create, edit, and upload videos regularly.

**Viewers**

Leave comments and engage with the community.

Support their favorite creators through Patreon or merchandise purchases

Subscribe, like, and share videos.

**Content Creators**

"I create content that I'm passionate about and that my audience enjoys."

**Viewers**

"I watch YouTube channels to be entertained, informed, or inspired."

**Content Creators**

"I need to keep my content fresh and engaging to maintain and grow my subscriber count."

**Viewers**

"I hope to find interesting and relatable content that matches my interests."

**Viewers:**

"Entertained, inspired, or informed when I watch my favorite YouTube channels."

**Content Creators**

"Excited when my subscriber count increases, but also pressure to consistently produce high-quality content."