

Subscribers Galore;
Exploring World 's Top
youtube Channels



Says

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

people can
viscoriously
expericence
about
youtube

Quality of your
topic about
youtube
develop your
strategy

while using
youtube
make a profit
information
about us

it helps
earning
goods
money

you make
creative
ideas in
channels

youtube videos
increase
awareness of
social issues
allow broadened
social contact

Having more
subscribers
means that your
videos will be
seen by more
people.

wide variety of
content that
capturing the
attention people
aboutyoutube
subscribers

give the
audience
more context



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

connecting
with the
technology

you can use
youtube for
learning.
youtube is
anything from
anyone

closer to
personal
connection

inspire your
creativity

Persona's name

Short summary of
the persona

improving
educational
knewelege
about youtube
channel

creative vlog of
youtube
thatencorages
people toface
their fear

Get outside
your comfort
zone in
creative outlet
channels

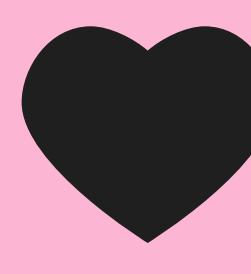
inspiring one
person to
other to make
point of view
about youtube

spark your
curisosity



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?