



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?

I LOVE WATCHING VIDEOS FROM MY FAVORITE CHANNELS TO UNWIND AND RELAX

I OFTEN BINGE - WATCH CONTENT FROM THESE CHANNELS DURING MY FREE TIME

I SUBSCRIBE TO THESE CHANNELS BECAUSE THEIR VIDEOS PROVIDE VALUABLE INFORMATION AND ENTERTAINMENT

I LIKE TO ENGAGE WITH OTHER SUBSCRIBERS IN THE COMMENTS SECTION

I WONDER WHEN THE NEXT VIDEO WILL BE UPLOADED

I HOPE THE CONTENT CONTINUES TO BE INTERESTING AND ENGAGING

I TRUST THE CREATORS TO DELIVER HIGH - QULITY VIDEOS

I APPRECIATE THE EFFORT THAT CREATORS PUT INTO THEIR CONTENT



Persona’s name

Short summary of the persona

LIKES SHERES AND COMMENTS ON VIDEOS

SUBSCRIBES TO CHANNELS TO STAY UPDATED

REATES PLAYLISTS TO ORGANIZE FAVORITE VIDEOS

RECOMMENDS THESE CHANNELS TO FRIENDS AND FAMILY

EXCITEMENT WHEN DISCOVERING A NEW CHANNEL

A SENSE OF BELONGING TO A COMMUNITY

GRATITUDE TOWARDS CREATORS FOR THEIR CONTENT

HAPPINESS WHEN SEEING POSITIVE INTERACTION IF THE COMMENTS



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?