

Says

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

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

FROM THESE CHANNELS TIME

I LIKE TO I SUBSCRIBE TO THESE CHANNELS OTHER BECAUSE THEIR VIDEOS PROVIDE IN THE VALUABLE INFORMATION AND ENTERTAIMENT SECTION

ENGAGE WITH SUBSCRIBERS

LIKES SUBSCRIBES SHERES AND COMMENTS CHANNELS ON VIDEOS TO STAY

REATES PLAYLISTS TO ORGANIZE FAVORITE VIDEOS

Does

I OFTEN BINGE -WATCH CONTENT DURING MY FREE

COMMENTS

UPDATED

THESE

FAMILY

RECOMMENTS

CHANNELS TO

FRIENDS AND

Persona's name

> EXCITEMENT WHEN DISCOVERING ANEW CHANNEL

GRATITUDE TOWORDS CREATORS FOR THEIR CONTENT

HAPPINESS WHEN SEEING POSITIVE INTERACTION IF

COMMENTS

A SENSE OF

BELONGING

COMMUNITY

TOA

THE

Feels

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

Thinks

I WONDER WHEN THE NEXT VIDEO WILL BE

UPLOADED

- QULITY

VIDEOS

I HOPE THE CONTENT CONTINUES TO BE INTERESTING AND ENGAGING

TRUST THE CREATORS TO DELIVER HIGH

What are their wants, needs, hopes, and dreams?

What other thoughts might influence their behavior?

APPRECIATE THE EFFORT THAT CREATORS PUT INTO THEIR CONTENT

Short summary of the persona

See an example

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

Untitled mural.pdf