

## Says

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

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

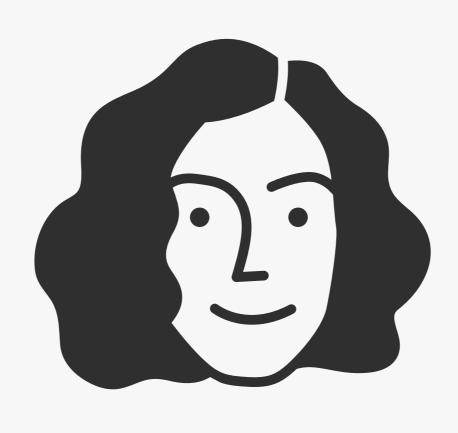
What other thoughts might influence their behavior?



a youtube page is commonly reffered to as a channel

ollection of related videos tittle and description also provides seo value youtube equivalent of followers

curious to learn more about youtube



## Persona's name

Short summary of the persona

average percentage viewer youtube is a powerfull search engine and social media platform.

usually calculated in hours -watch time

list of keywords
related to the topic of
video to help videos
rank in organic
research result and
suggested videos
and feeds

similar to instagram ,facebook and snapchat .youtube stories are short mobile videoss that expire after 7 days.



## 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?

