I LOVE WATCHING VIDEOS FROM MY FEVORITE 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

RECOMMENTS THESE CHANNELS TO FRIENDS AND **FAMILY** 

EXCITEMENT WHEN DISCOVERING A NEW CHANNEL

A SENSE OF BELONGING TO A COMMUNITY

GRATITUDE TOWORDS CREATORS FOR THEIR CONTENT

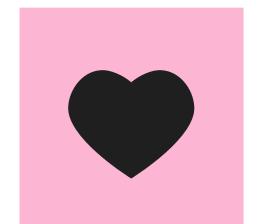
HAPPINESS WHEN SEEING POSITIVE INTERACTION IF THE COMMENTS

Does

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



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



**Feels** 

