



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 WONDER
WHEN THE
NEXT VIDEO
WILL BE
UPLOADED

I HOPE THE
CONTENT
CONTINUES TO
BE INTERESTING
AND ENGAGING

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 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

EXCITEMENT
WHEN
DISCOVERING
A NEW
CHANNEL

A SENSE OF
BELONGING
TO A
COMMUNITY

REATES
PLAYLISTS TO
ORGANIZE
FAVORITE
VIDEOS

RECOMMENDS
THESE
CHANNELS TO
FRIENDS AND
FAMILY

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?