



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 this channel because it always makes me laugh after a long day at work."

"This video helped me learn how to fix my car, and I saved a ton of money on repairs!"

"I feel like part of a community here, chatting with people who share my interests."

Entertainment and Education:
Subscribers often want to be entertained, learn something new, or gain valuable insights from the content creators they follow.

Connection and Community:
Many subscribers seek a sense of belonging to a community of like-minded individuals who share their interests and passions.

Inspiration:
Some viewers watch YouTube to find inspiration. They may want to see success stories, motivational content, or examples of people who have achieved their dreams.



Persona's name
Short summary of the persona

Fear of Missing Out (FOMO)

The most fundamental behavior is watching videos on YouTube. Viewers spend significant time watching content related to their interests.

When viewers enjoy a creator's content and want to see more, they subscribe to their channel to receive updates when new videos are posted.

Liking and Disliking:
Viewers can express their approval or disapproval of a video by clicking the like or dislike buttons.

FOMO can lead viewers to regularly check YouTube for new content from their favorite creators, subscribe to channels, and engage with trending or time-sensitive videos to avoid feeling left out.

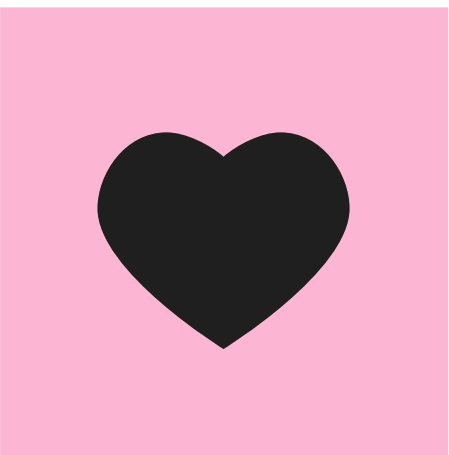
Frustration with low-quality or misleading content may cause viewers to leave dislikes, negative comments, or unsubscribe from channels. They may actively seek out higher-quality content.

Concerns about privacy may lead viewers to limit their interactions on YouTube, such as not leaving comments or avoiding channels that request personal information.



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?