



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?



Persona’s name

Short summary of the persona

Source of Entertainment: Many people praise YouTube as a fantastic source of entertainment. They appreciate the diverse range of content available, from music videos and comedy sketches to vlogs, gaming, and more.

Learning and Skill Development: YouTube is often praised as a valuable educational resource. People use it to learn new skills, find tutorials, and gain knowledge on various subjects.

Inspiration and Motivation: YouTube serves as a source of inspiration and motivation for many. Content creators who share personal stories, success journeys, and self-improvement advice are often celebrated.

1. Creative Expression and Passion: Many YouTubers are driven by a passion for creating content. They want to express themselves creatively, share their ideas, and showcase their talents.

Quality Content: Users want access to high-quality, engaging, and well-produced content that entertains, educates, or informs them.

Recognition and Fame: Some YouTubers aspire to gain recognition and fame. They hope to build a large and engaged audience and become well-known in their niche or even on a broader scale.

Content Creation: YouTubers regularly create and upload videos on their chosen topics, sharing their knowledge, experiences, or entertainment with their audience

Engagement: They engage with their audience by responding to comments, asking for feedback, and fostering a sense of community.

Promotion: Many YouTubers promote their content on social media platforms, collaborate with other creators, and engage in marketing efforts to reach a wider audience.

Fear of Failure: Many YouTubers fear that their content won't be well-received, or that their channel won't grow as they had hoped. They may worry about not achieving their goals or having their efforts go unnoticed.

Anxiety about Algorithm Changes: YouTube's algorithm is constantly evolving, and this can cause anxiety for content creators. A change in the algorithm can affect video performance and viewership, leading to uncertainty.

Pressure to Keep Up: There's often pressure to continually produce content and keep up with trends, which can be exhausting and anxiety-inducing.



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?