



**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?

TO KNOW THE  
TOP MOST  
YOUTUBE  
CHANNEL IN THE  
WORLD

TO KNOW THE  
CHANNEL WITH  
MORE  
SUBSCRIBERS

USEFUL FOR  
KNOWING THE  
RANGE OF  
PRODUCTS IN THE  
MARKET

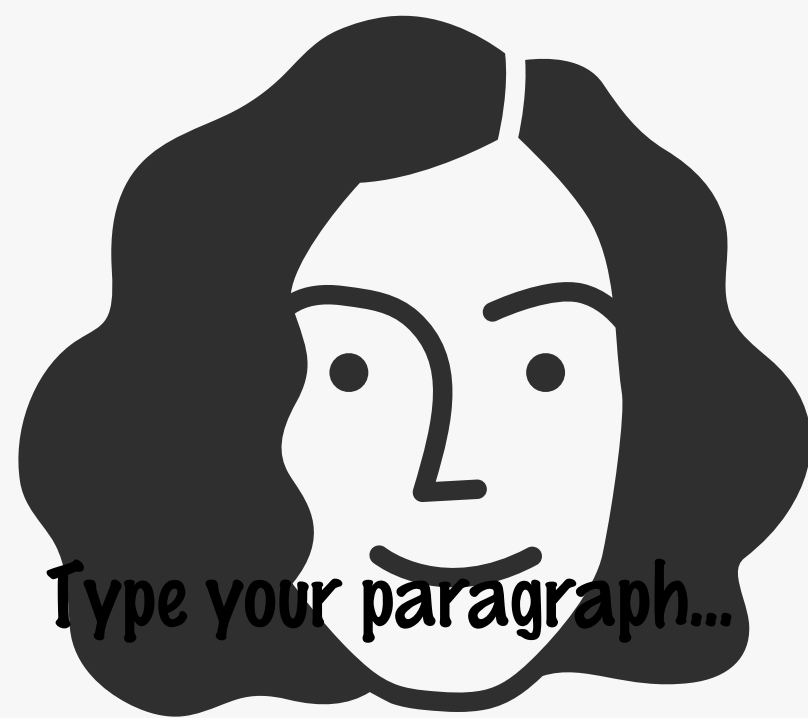
INTERESTING  
REVIEW VIDEOS IN  
MR. BEAST

TO KNOW THE  
USEFUL CONTENT  
IN YOUTUBE  
CHANNEL

TO LEARN THE  
NEEDED  
INFORMATION  
FROM THE  
CREATORS

MAKE TO KNOW  
WHICH IS  
POPULAR IN THE  
MARKET

FUN ALONG WITH  
INFORMATION



Type your paragraph...

**Persona's name**  
Short summary of  
the persona

TO HELP TO THE  
PEOPLE IN NEED

A GOAL OF  
MAKING THE  
WORLD A BETTER  
PLACE

HELPED TO  
CREATE A  
GOOD  
IDEAS

TO WORK  
FOR NEEDY  
PEOPLE

TO PERFORM  
HUMBLE DEEDS

A CHARISMATIC  
PERSONALITY

TO HELP  
POOR BY  
THE  
EARNING  
FROM  
YOUTUBE

TO EARN  
AND SPEND  
MONEY FOR  
PEOPLE.



**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?