

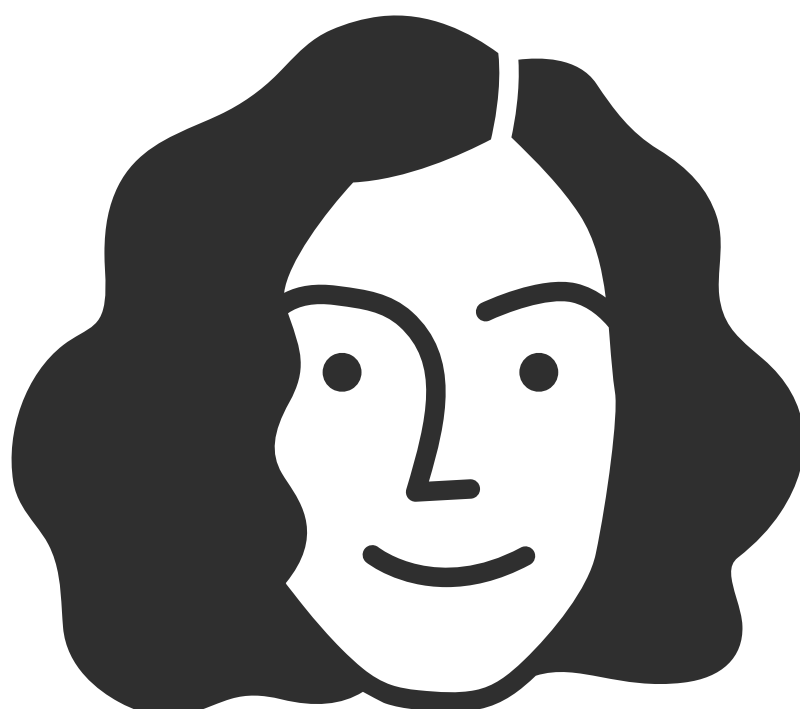


Says

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?



pavvigvigtam

Short summary of  
the persona

many people  
use yputube as  
their primary  
source of  
entertainment

they spend  
hours each  
day watching  
videos on the  
platform

faceless youtube  
channel ideas you can  
do informational or  
motivational videos,  
streaming music or  
lyric videos, tutoring  
and teaching videos.

the attractful  
videos  
entertainment  
videos

motivational  
music and  
movies

promote  
your videos  
on social  
media

everyone  
wants to look  
good, and by  
evaluating  
new clothing

keeping people  
updated on new  
trends and styles,  
and teaching them  
how to always look  
their best

if youtube channel  
is popular, can also  
attract sponsors  
who will pay you to  
review the clothing  
and offer deals to  
your audience

the development of  
parasocial  
relationships, or one-  
sided emotional  
bonds between  
youtube content  
creators and viewewrs

over the last five  
years, she said she  
has seen a rise in case  
of children suffering  
from anxiety triggered  
by videos they have  
watched on youtube

these children  
exhibit los of  
appetitie  
sleeplessness  
using fits and fear

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?

