



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?

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TEAM ID :NM2023TMID07092
PROJECT TITLE :
EXPLORING WORLD'S
TOP YOUTUBE
CHANNELS

1M+
subscribers



valuable
information
and
entertainment

Audience
effectively

Discusses
the
Strategies

psychology
of audience
engagement

Subscriber
counts of
Top YouTube
channel



Subscribe
and stay
loyal

Discussing
the Viewers



Persona's name
Exploring world's Top
Youtube Channels

Create videos
analyse the
popular
myotube
channel

Creativity and
innovation
demonstrated
by successful
Youtube
channels

Show the
content
Style



Success of
the top
channels

How to
maintain
content
creator



Excitement
when
discovering A
new channel

Promotional
Efforts

Motivated
help
succeed on
the platform

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?