



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



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?

See an example

introduced
in October
2005

its most-
subscribed
channels in
April 2006.

The following
table lists the 50
most-subscribed
YouTube
channels,

As of February 2023,
21 of the 50 channels
listed primarily
produce content in
English while 16
primarily produce
content in Hindi

All 50 of the
channels have
surpassed 40
million
subscribers

39 of them
have
surpassed 50
million
subscribers,

23 of them
have
surpassed 60
million
subscribers,

, 16 of them
have
surpassed 70
million
subscribers,

12 of them
have
surpassed 80
million
subscribers,

10 of them have
surpassed 90
million and 7 of
them have
surpassed 100
million subscribers.

Only 1 channel
(T-Series) has
surpassed 200
million
subscribers.

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