

A1: Needfinding

Sejal, Dhara, Peter, Will B.

Domain: Passion Project Creators

How can digital experiences
improve the wellbeing of
passion-project creators?

Our Team



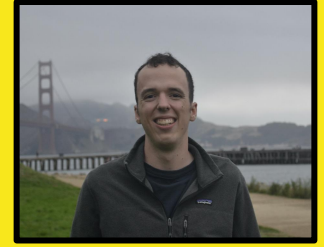
Sejal



Dhara



Will



Peter

Questions asked

How did you interact with your fans?

Has your creator career impacted or overlapped with your professional career?
How do you balance them?

Why did you start creating your content? Who do you share it with?

What was your relationship with your content like?



Tell me about your channel's growth. Was there a specific moment it could be traced back to?

What have been the downsides of being a content creator?

Tell me about the best moments in your YouTube career.

Tell me about the community you've found through Minecraft. How do you communicate/connect with each other? What do you talk about?

Interviewees

Rachel

@kawaiisweetworld

- Stanford Student
- Creator of popular YouTube baking channel with > 1.2M subscribers
- Recently stopped producing videos



Jon

@camphedgefund

- Middle-aged man with finance background (ex-hedge fund manager and CFA)
- Rising TikTok finance creator with > 38K followers



Casey*

[Anonymous Child]

- 6th grader, creates Digital Art and collaborative Minecraft builds
- Shares art with close friends during these activities via Messages app and Discord

[Image redacted]

Results

Rachel's interview

Quotes

- “I realized: Wow, people made the effort to drive out and see me. **I'm not just making videos in my bedroom.**”
- “It's hard to have my own **separate identity from my work**”

Empathy Map highlights

Say

“Wow, people made the effort to drive out and see me”

“Hard to have my own separate identity”

Do

Chooses not to read negative comments

Compares her self-image to competitors’

Constantly looks at analytics

What is my identity outside of YouTube?

How can I have authentic interactions with fans?

I want to grow my brand without losing myself

Anxious to please stakeholders and fans

Think

Feel

Jon's interview

Quotes

- “The **euphoria of views wears off quick**”
- “I started **creating because it's useful and fun**... I help people who have limited knowledge of investing get started”

Casey's interview

Quotes

- “I’m not interested in meeting new people through Minecraft because **I’m satisfied with my current friends**”
- “One of my friends moved across the country 2 years ago [i.e., in 4th grade], but she is **still an integral part of my friend group** because we play Minecraft together everyday”

Analysis

INSIGHT

Creators feel pressure to balance authenticity with their image.

NEED

A way to remain authentic in their fan interactions.

QUOTE

"I felt pressure as a YouTuber to look happy all the time, and **I couldn't be honest with my subscribers** even though I was so stressed"

INSIGHT

Creators do not fully realize how many or how much their fans love them.

NEED

A way to help creators healthily feel gratified by their fans.

QUOTE

“The euphoria of receiving views **wears off quickly**... The feeling is similar to making a big trade and seeing the price go up... **an emotional addiction**”

INSIGHT

It's difficult to sustain impersonal one-to-many relationships.

NEED

A way to recreate group-chat like environments for creators with thousands of followers.

QUOTE

“I can't process having **1 million fans**, but at the convention I realized: Wow, **people made the effort** to drive out and see me. I'm not just making videos in my bedroom.”

Summary

- Creators want to share their passion with the world, but often experience **burnout from a sense of artificiality**
- Close relationships based on friendship can be fulfilling and long-lasting **even in digital mediums**

Goal: Focus on making the experience of creating for thousands more sustainable and gratifying