



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?

Recommendations
from friends and
peers.

Curious
about what
makes these
channels
popular.

Promotions
and shout-
outs from
other top
Youtubers.

Buzz in other
media outlets
or an social
media about
these channels.

Excited to
discover
new
content.

Anxious
about missing
out on
trending
videos.

Team
Digital

Exploring
YouTube

Discuss
trending
videos with
friends.

Share links
on social
media.

Enjoyment
and
entertainment.

Finding
new
interests or
hobbies.

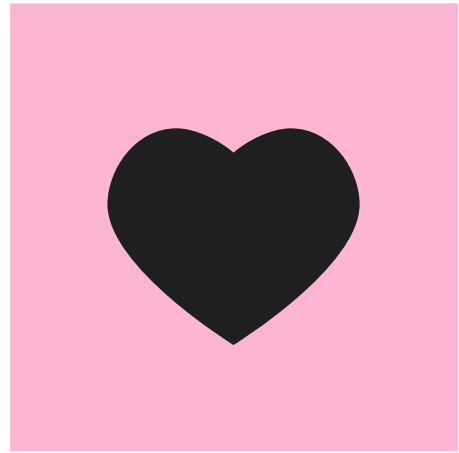
subscribe to
channels to stay
updated. Click
on notification
for new video
alerts.

Partcipating in
broader online
conversations
and
communities.



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?