



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?



WE HEARD THEM SAYING THE ORIGIN AND THE CURRENT GROWTH OF YOUTUBE

THEIR HOPE IS TO INCREASE CONTENT CREATORS,THEIR DREAM IS TO BE NUMBER ONE USERS FRIENDLY APP

THEY ARE SAYING ABOUT THE TOP 50 SUBSCRIBED YOUTUBE CHANNELS AND THEIR SUBSCRIBER COUNT

THE ONLY 200 MILLION SURPASSED YOUTUBE CHANNEL IS T-SERIES

THEY WANT REGULAR USERS,THEY NEED TO INCREASE THEIR USER COUNT

THEY SHOULD STOP PLAYING MANY ADS FOR ONE VIDEO

WE HAVE OBSERVED THAT THEIR CARE FOR THEIR CONTENT CREATOR HAS INCREASED

THEY TRY TO GAIN MORE SUBSCRIBERS

THEIR ANXIETIES ARE HOW TO BE THE SUCCESSFUL PLATFORM FOREVER

THEY FEAR ABOUT THEIR COMPETITIVE APPS ,THEIR FRUSTRATIONS IS HACKERS

THEY ARE TRYING TO GIVE MORE PERSONALIZED ADS

OTHER FEELINGS AS TRUST ,EMPATHY MIGHT INFLUENCE THEIR BEHAVIOR



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?