



Says

What have we heard them say?  
What can we imagine them saying?

world no 1  
youtube channel  
\_ T SERIES and  
he has 247 M  
subscibers

world no 2  
youtube channel  
\_ MR BEAST and  
he has 180 M  
subscribers

world no  
3yuotube  
channel \_  
COCOMELON  
and he has 164  
M subscribers



Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

Review a  
book

React to a  
trending  
videos

creat  
opinion  
videos



Get your  
videos shared  
on social  
media  
platforms

give your  
audience  
more options  
to consume

100 hours of  
video are  
uploaded every  
60 seconds to  
youtube

stealing  
time

instant  
information  
in around  
tha globe

effect mental  
health and  
physical  
health



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?