



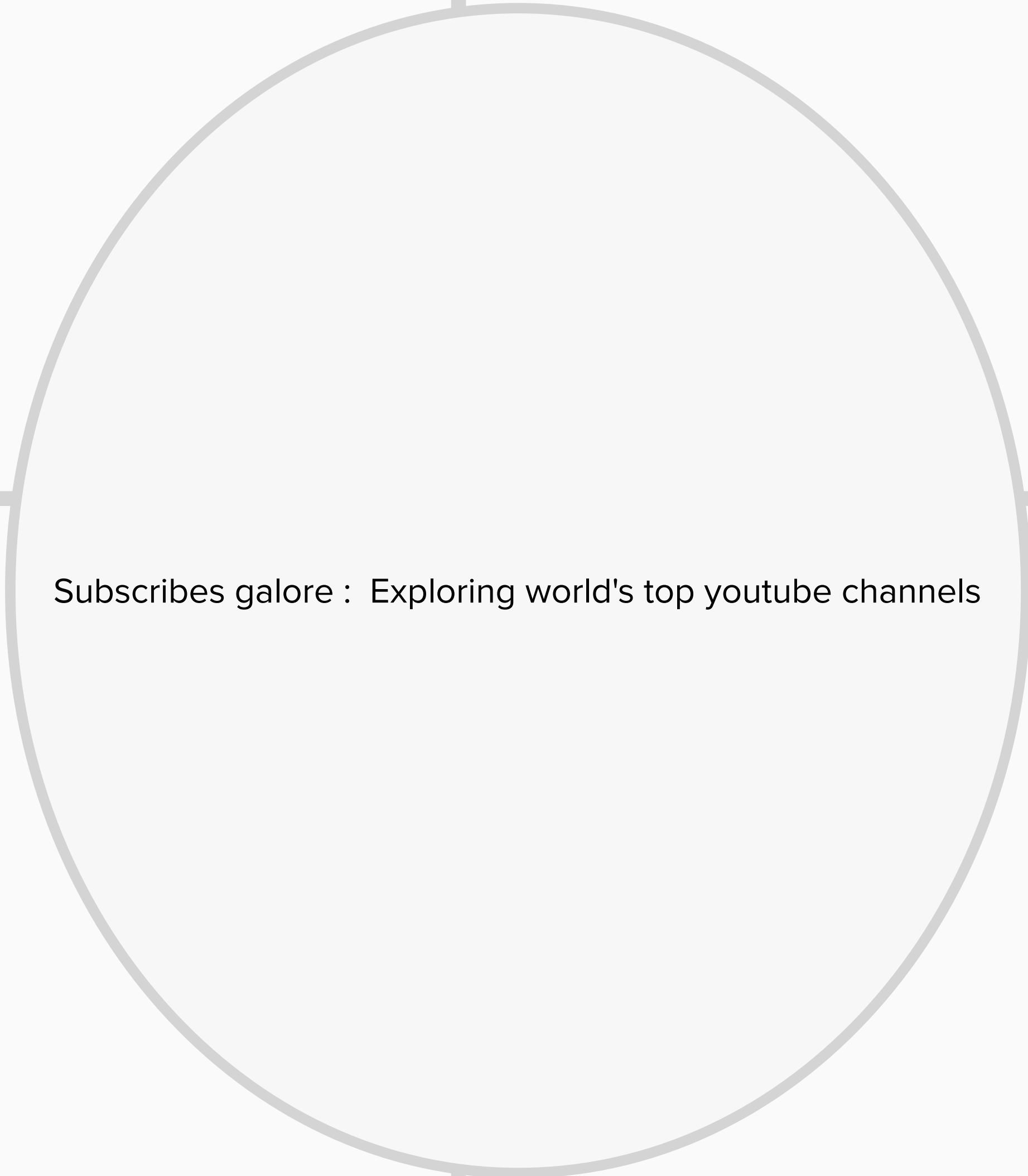
Says

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?



How much does
YouTube
pay?

Youtubers
are really
talented.

What is the
key to
YouTube
success?

Increase
awareness
of social
issues.

Social
Sharing.

Encourages
creativity.

Search about
most viewed
channel in
YouTube.

Product
reviews

Analysing
data about the
purpose of the
channel and
it's theme.

Self doubt

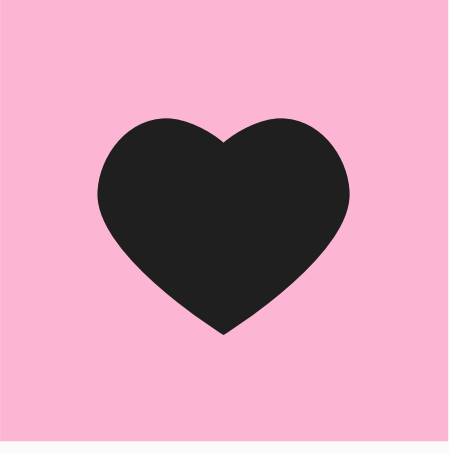
Trendy.

Inadequate



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?