



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?

Informative  
yet enjoyable  
content



Enjoys  
Surveys not  
ads



Experience  
must be  
Worth the  
Time



Updated on  
Current  
Events



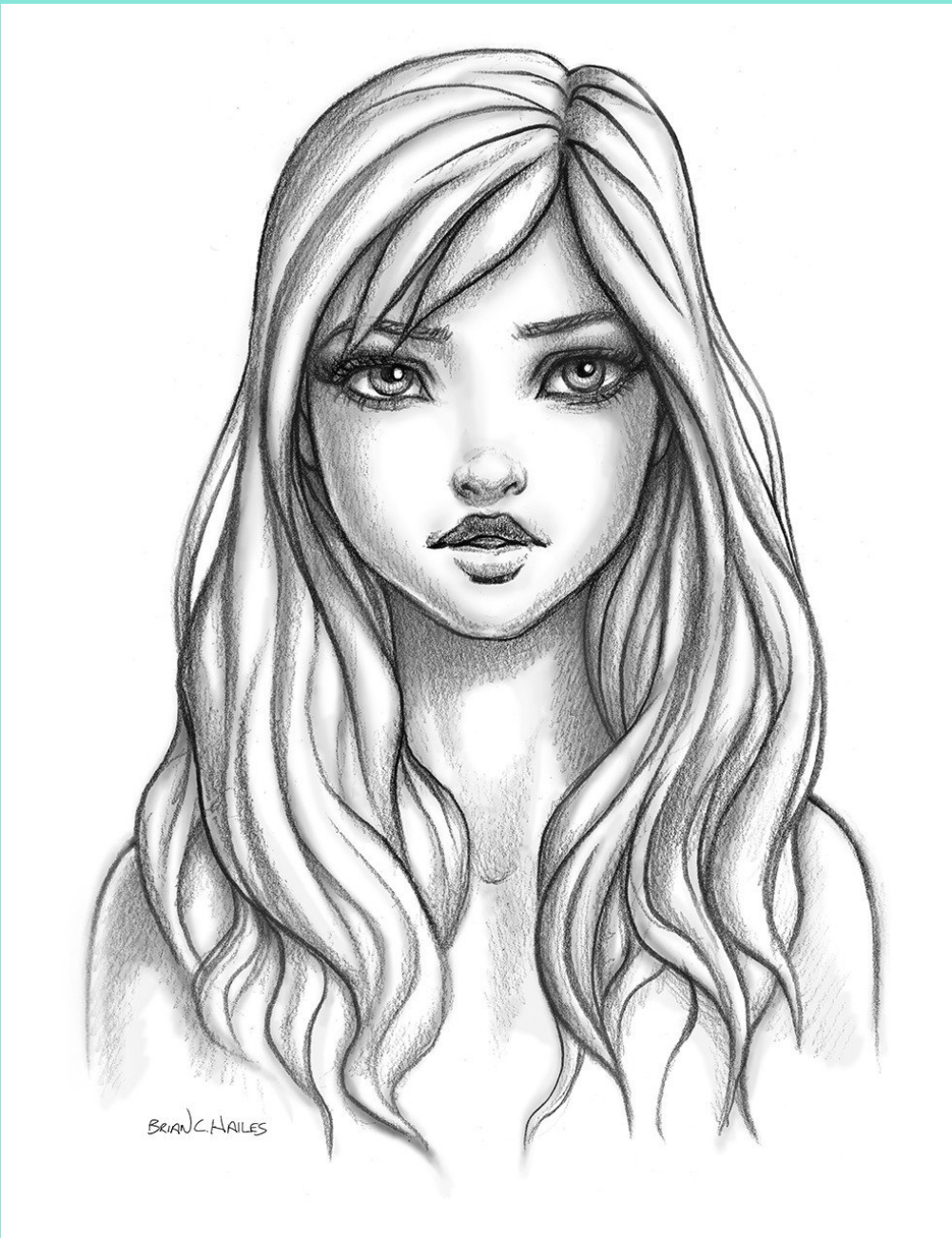
Personalized  
Content



Wants  
Convenience



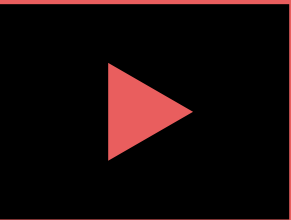
Loves to  
watch  
YouTube



User

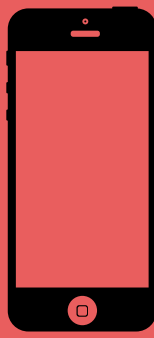
Viewer watches  
Youtube everytime  
she gets.

Watches  
YouTube on  
a regular  
basis



Shares a lot  
of Content to  
their Friends

Heavy  
Smartphone  
User



Addicted to  
Youtube



Wants their  
needs to be  
taken care

Impatient



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?