



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?

Viewers express their thoughts, opinions, and feedback through comments

Viewers think they'll discover interesting and popular YouTube channels

They share videos they enjoy with friends and social networks

Some may leave reviews or ratings for the channels they like

They may expect insightful commentary and recommendations

They might wonder if the host will cover their favorite channels

Exploring World'sTop Youtube Channels

They may subscribe to channels they enjoy

Watch Videos
Viewers watch videos from top YouTube channels

They might feel a sense of connection with the host's enthusiasm

Engage Viewers
might engage by liking, sharing, or commenting on videos

Viewers feel excited about exploring new content

They could feel entertained and satisfied if the content meets their expectations



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?