



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?

Share
insights, recommendations, and
opinions with friends and fellow
enthusiasts

Analyses
viewer
interests and
data.

Engages
openly and
authentically

Express
admiration for
the influence of
these channels
in pop culture
conversations.

Adapts to
industry
trends .

Global appeal
connects
diverse
viewers.



Channel Cruiser

Actively
subscribe to
channels and
enable
notifications for
new uploads.

Some start their
own content
creation
journeys
,contributing to
the community.

Experience a
sense
of belonging by
connecting with
others in the
community.

Feels
grateful for
subscriber
support.

Collaborates
with
subscribers.

Feel curiosity
about the
subject matter
presented in
the content .



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?