

## 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?



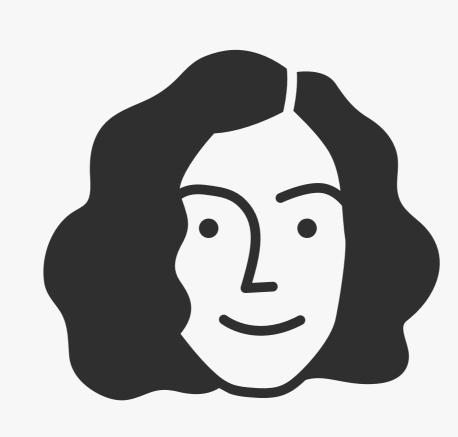
insights,recommendations,and opinions with friends and fellow enthusiasts

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 ofbelonging 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?



