



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?

I have to  
grand my  
channel

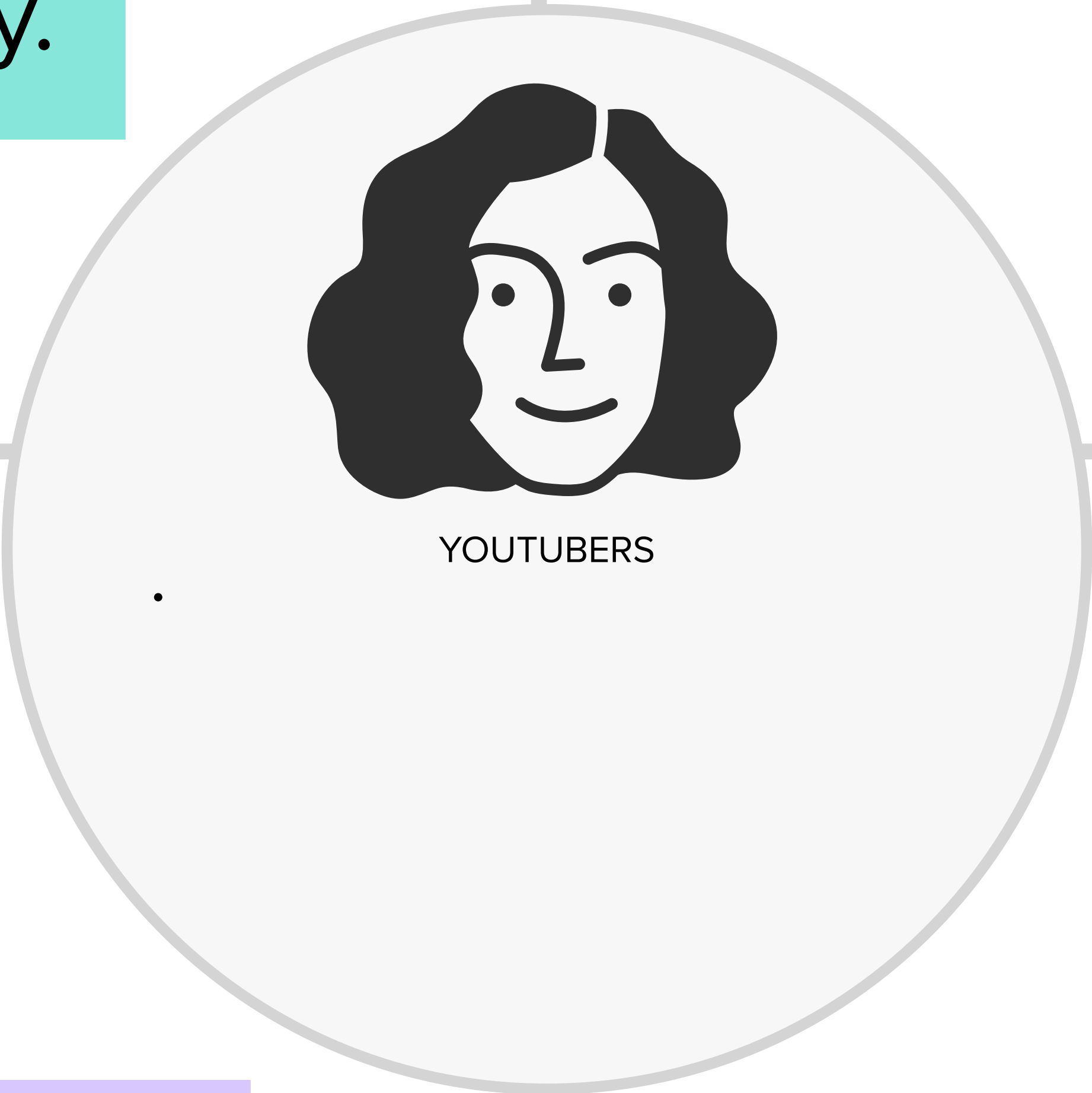
I want to  
explore the  
content  
clearly.

I want to  
create  
videos with  
high quality.

How to  
create most  
wanted  
videos?

How to  
increase the  
numbers of  
subscribers?

How do  
I bring my  
channel in  
top list?



Analysing  
previous  
data.

Discuss with  
other  
youtube  
channel.

Wishing to  
spread my  
knowledge to  
more people.

Creators  
videos in  
most wanted  
category.



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?

How do you  
encourage  
youtubers.

Expectory a  
guidance  
from other  
successful  
youtubers.