



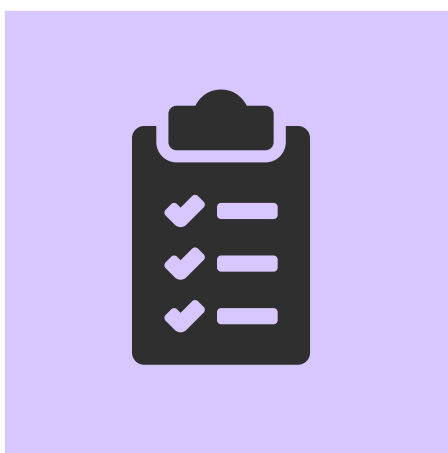
Says

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?



Does

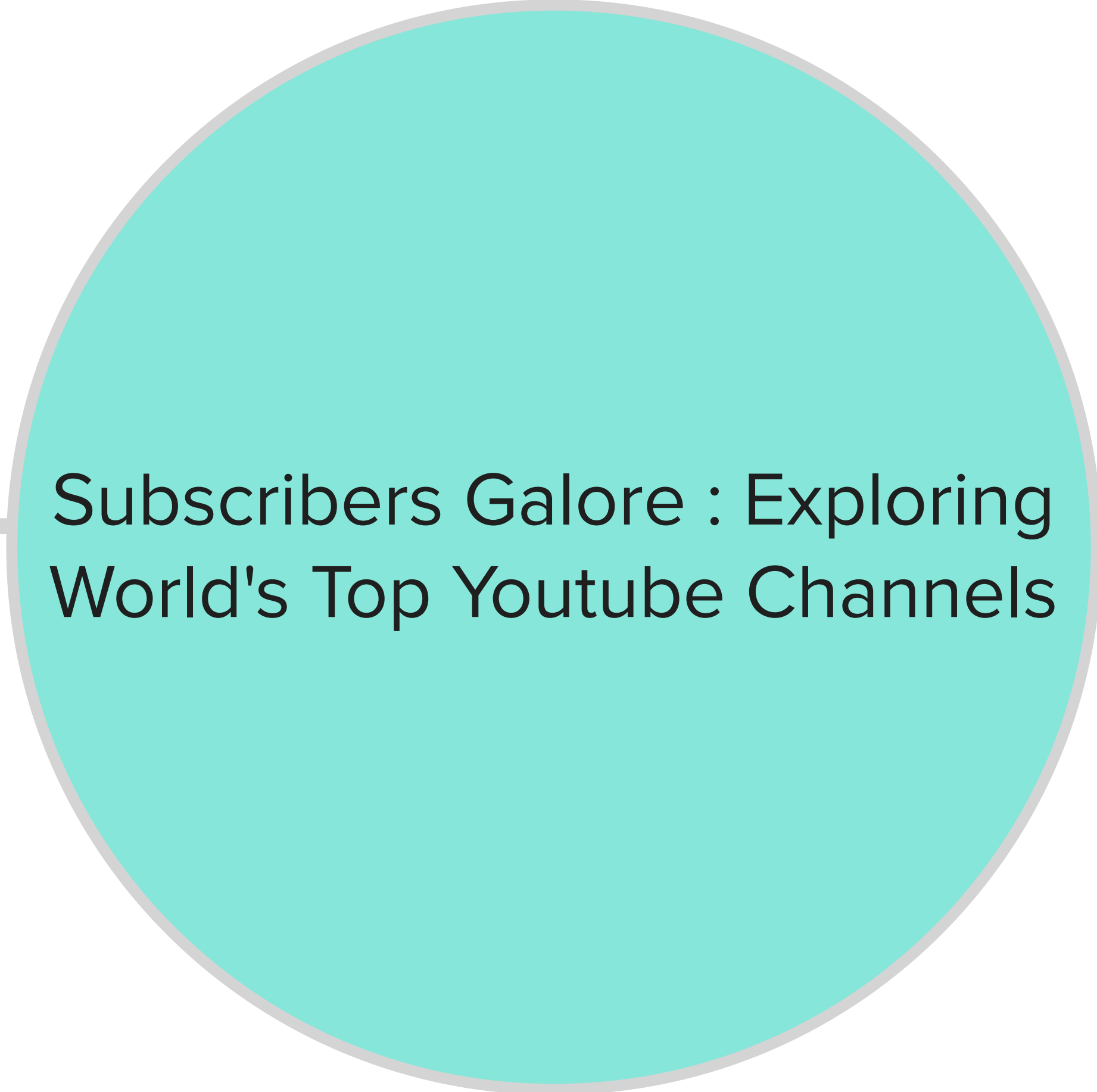
What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

 [See an example](#)



A tour of
your work
space

Behind
the
scenes

Discuss how
different
cultures
celebrate a
particular event

A diy
project
tutorial

Company
culture

Meeting
the team

Youtube is a
platform that
captivated
across the
world

Youtube
launched
back in
2005

Getting
perspective

This will also
help with
increased
views and
engagement

Feeling
overly
sensitive

Feel
defensive