



Heard

What have we heard them say?
What can we imagine them saying?



Think and Feel

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Visually engaging thumbnails of popular YouTube channels.

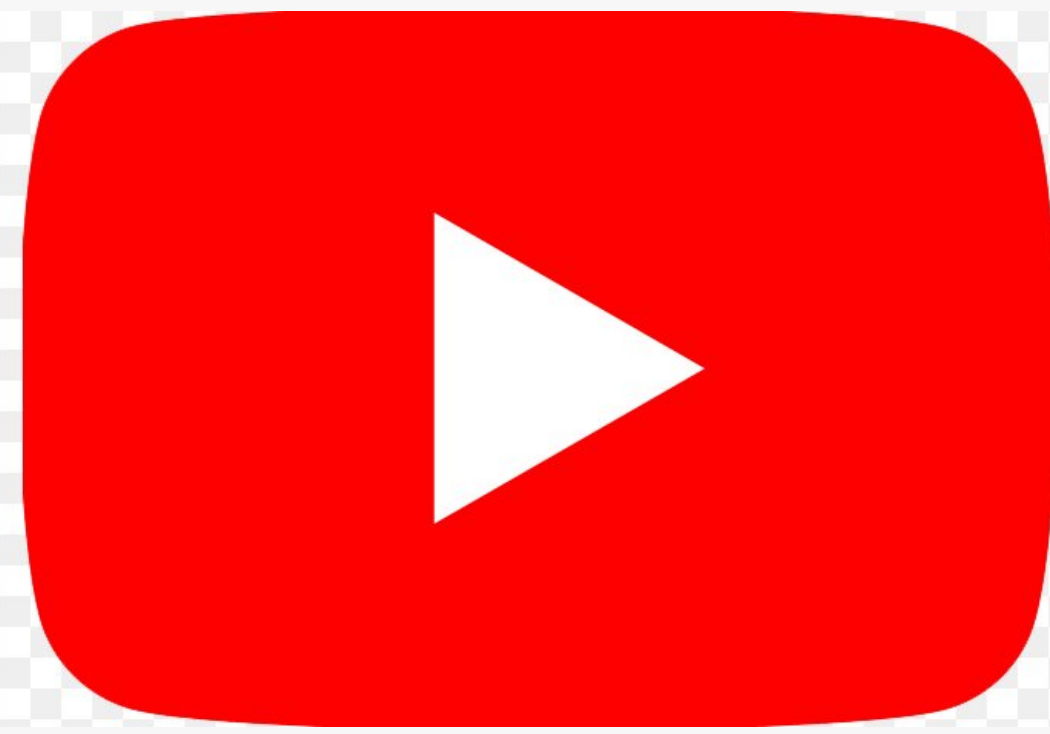
Curiosity about the content of the top YouTube channels

Views, likes, and subscriber counts as social proof.

Attention-grabbing video titles.

Excitement to discover new and trending creators

Desire to be part of Youtube community..



Subscribers Galore :
Exploring World's top Youtube Channels

Catchy intro music or jingles.

Share videos they enjoy with friends and on social media.

The host’s voice narrating the content.

Subscribe to channels they find interesting.

Comments from fellow viewers expressing their opinions.

Experiment with creating their own YouTube content



See

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



Say and Do

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