



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?



youtube makes it
easy for content
creators to share
their content with
a large
audience

some youtube
videos
increase
awareness of
social issues

enables to centralise
a location for a
plethora of videos
associated with the
merchandise or
service that you are
presenting

by exploring
top youtube
channels we
learn about
new areas

we learn
more
scientific and
natural things

more
content
videos are
seen

information
disseminating
platform for
students

access to
monetisation
features such as
advertising, fan
funding, and
merchandise sales

free video
sharing
website and
learning
website

lot of
distraction
in students
society

more fake
exploring
videos

more ads
contents and
fake review
contents



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?