



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?



Subscribers galore:
Exploring World's Top
YouTube channels

I like the
content of my
subscribing
youtube
channels

They need a
variety of skills
to create good
content

World's Top
Youtubers get
more money from
their youtube
channels.

Youtuber
making videos
for satisfying
their
subscribers

They want
unique
perspective and
attractive stories
from YouTubers

Their thinks their
favourite
Youtuber
understands them
better than their
own friends

Grab the
attention of
your viewers
within 10secs

I think they
want to share
their contents
with large
audience

Happy and
satisfied with
their latest
uploads and
Trending videos

They anxiety with
favourite
Youtubers for not
uploading videos
for longtime

Their thinks their
favourite
Youtuber
understands them
better than their
own friends

Some of them
gets attraction
with their
quality



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?