



Says

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

People says that they can come out of their comfort zone

It will be the another source of revenue

When people get a lot of good content ,they stay longer and visit more often

It helps the people to create a much more personal connection with people



Does

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

People feels it will develop their knowledge and skills

It let the people to know you and see how you react to the situation



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Thinks

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

It is a source of promoting people and ideas as users can use social media platforms to forward themselves and their thoughts

It allows two way communication between brands and their audience

It encourages creativity

People says that,they can feel relaxed and entertained

It will provoke people to show their talents and skills

Youtube as a business improve their own rankings



Feels

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