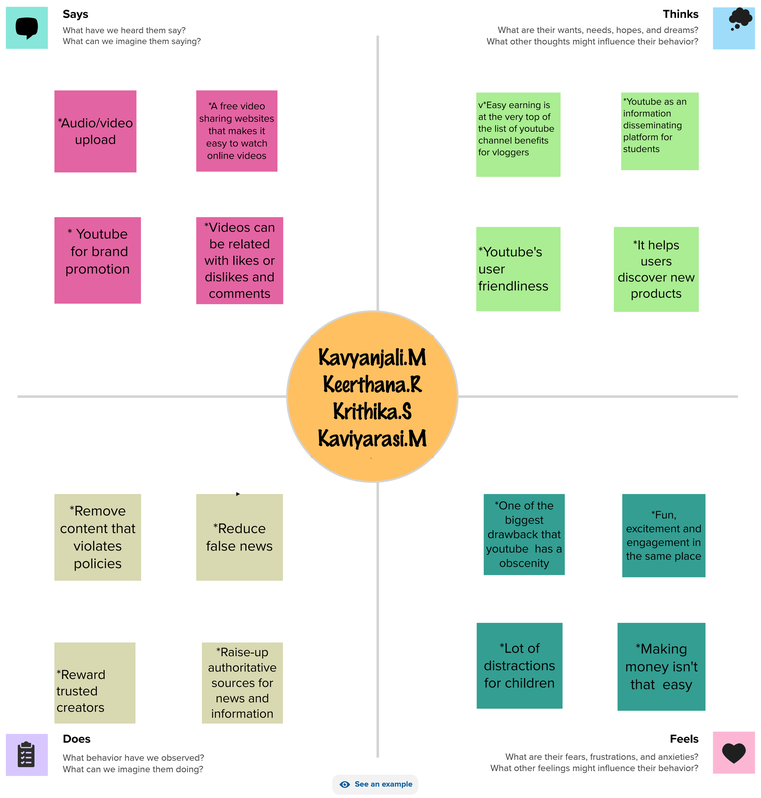
Says
What have we heard them say?
What can we imagine them saying?
*Audio/video upload
*A free video sharing websites that makes it easy to watch online videos
* Youtube for brand promotion
*Videos can be related with likes or dislikes and comments
Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?
v*Easy earning is at the very top of the list of youtube channel benefits for vloggers
*Youtube as an information disseminating platform for students
*Youtube's user friendliness
*It helps users discover new products
Kavyanjali.M
Keerthana.R
Krithika.S
Kaviyarasi.M
*Remove content that violates policies
*Reduce false news
*Reward trusted creators
*Raise-up authoritative sources for news and information
Does
What behavior have we observed?
What can we imagine them doing?
*One of the biggest drawback that youtube has a obscenity
*Fun, excitement and engagement in the same place
*Lot of distractions for children
*Making money isn't that easy
Feels
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?
See an example