



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?

A small image
representation
of a large

Youtube templates
are placeholder that
include text, image,
icons and more which
can be customized to
suit your brand or
project

Video templates are
pre-made videos
that content
creators can use as
a framework to add
their own content
into

Use
youtube
description
templates

Templates is
explain your
content

Use
timestamps
to make
videos

Create youtube
thumbnail
R. Keerthana
S. Kiruthika
K. Ishwariya
S. Mathu mitha

Changing a
videos thumbnail
will not
automatically
increase its
youtube views

To reduce
bandwidth
and
downloading
time

To boost
visibility to
improve
loading time

Thumbnail
help people
decide if they
want to watch
your

If the video is
about social media
strategy, the
thumbnail contains
logos of top social
media platforms

Many YouTubes
use photoshop or
other editing
software to
create custom
thumbnail



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?