



Says

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

Good source to earn revenue

Inappropriate content also uploaded

Free of cost service

Expresses excitement about discovering new and engaging content

Wants to stay updated on the latest trends in the youtube world

Ads - a drawback of youtube for the audience

Defamation and Bullying

A lot of distraction

Subscribes to a variety of youtube channels to stay updated

Watch recipe tutorials,comments cooking tips,share favourite videos



Does

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

[See an example](#)

Thinks

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



Youtube for Brand promotion

Perfect place to learn and gain expertise

Youtube benefits talented people

It is user - friendliness

Encourages creativity

Little difficult to start earning

Not easy to concentrate on a single topic

Avoid adult contents

Easy to use the service

Needs parented control setup

Feels

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

