



Says

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

Says

"I love watching videos that teach me new skills and information."

"I'm a huge fan of gaming channels and enjoy watching their playthroughs."

"I follow several beauty and fashion vloggers to keep up with the latest trends."



Thinks

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

Thinks

"YouTube is a great way to unwind and relax after a long day."

"I wonder how these YouTubers come up with such creative and engaging content."

"I should probably spend less time on YouTube and more time on productive activities."



Exploring World's Top YouTube Channel

Feels

I'm a bit overwhelmed with the sheer amount of content available; I don't want to on anything good."

"It's so funny how I can feel emotionally invested in the lives of YouTubers I've never met."

"I feel inspired and motivated after watching educational and motivational videos."

"I often share interesting videos with my friends on social media."

"When I find a video I like, I always make sure to hit the like button and leave a comment."

"I spend hours scrolling through recommended videos and exploring different channels."

Does



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?