



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?

indian recocd label
t-series is the most
subscribers channel
with over 248 million
subscribers as of
august

youtube is the
2nd largest
search engine
next to goolge

youtube as ah
information
disseminating
playform for
students it is second
most visited website
in the world

Mind map

exploring
worlds top
youtube
channels

T-series is a indian
record label and
film production
house,famous for
bollywood
soundtracks

worlds top youtube
channels are t-series
mr.beast ,
cocomelan -nursary
rhymes SET kids
diana show ,ets...

youtube has
113.9 million
youtube
channels as af
july 29 , 2022

its offer easier t
concentrate and
learn from video
content rather
than reading a
test book

it is a free video
sharing website
that makes it
easy to watch
online videos

you can even
create and
upload your own
videos to share
with others

youtube user
-friendliness it
for brand
promotion

it excellent for
personal use ,but
it can also be
used by business
to build a brand



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?