



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?

"I enjoy watching a variety of content on YouTube."

"I subscribe to YouTube channels to get notified about new content."

"I want to discover new and interesting channels to follow."

"I wonder if there are more channels in my preferred language and category."

"I hope the channels I subscribe to will consistently produce quality content."

"I think YouTube's algorithm should recommend channels I'd like."



"I subscribe to channels that provide valuable and entertaining content."

"I feel excited when I find a channel that aligns with my interests."

"I interact with content through likes, comments, and shares."

"I may unsubscribe if a channel's content quality declines."

"I may get frustrated if I'm bombarded with too many notifications."

"I'm curious about the top subscribed channels and how they got so popular."



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?