

## 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?



Thumbnail must be attractive

Fonts should be visible

Is it possible to get more views if it would be a vlog?

confusion about the kind of content

quality must not be sacrificed

pictures should represent content

Need more views

Prefers for a live stream



Youtuber

trying to create an attractive thumbnail for YouTube

Post it without any doubt if it is attractive

Appreciate the designer for creating such a design

Shares with their friends and group members for their opinion

It would be a attractive thumbnail to post

It would attract foodies and tech lovers

Family audience or elderly people may not love this content



## Does

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



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



