



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?

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Subscribers galore: Exploring  
top most youtube channels

people says  
like it is a  
waste of  
time.

says like  
this will be  
flaapped

says like the  
most best  
channel I've  
never seen.

Thinks often  
about  
entertainment  
purpose

Thinks  
about the  
education  
purpose

Thinks to  
motivate  
the people

works hard  
to improve  
the channel

Gives more  
interesting  
ideas

very  
conscious  
about the  
content

sometimes it  
feels like  
happy when  
the views are  
more

over thinking  
of the content  
lead us to  
frustation

feels  
enthusiasm  
while  
watching our  
old videos



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?