



Says

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

language
should be
understable
to everyone

creating trolls
and relaxation
videos
increase the
subscription



Thinks

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

Channels
that lack
their own
ideas

Content
category of
each
channel

Transferral
of their
contents



Subscription
feed consist
of video
published

To receive
the
channel
contents

List of its
most
subscribed
channels



Does

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

daily
updates in
channels



Feels

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

more
entertainment
in free of cost

[See an example](#)