



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?

Subscribers discuss their favorite video genres and creators.

Top YouTubers share insights about their content creation journey.

Influencers talk about the importance of engaging with their audience.

Content creators consider ways to keep their content fresh and exciting.

Subscribers wonder about the next upload from their favorite channels.

Viewers think about why certain videos go viral while others don't.

"Subscribers Galore" delves into the captivating realm of YouTube, uncovering the strategies and stories behind the globe's most influential channels, while decoding the viewer-subscriber dynamic."

Viewers comment, like, and subscribe after watching engaging content.

Subscribers feel excited when their favorite YouTuber announces new content.

Subscribers actively share interesting videos on social media.

Content creators use analytics to monitor the performance of their videos.

Content creators feel proud when their videos receive positive comments

Viewers experience frustration when they can't find specific 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?