



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?

Youtube channels can lead to increased your profit.

Can be source of income. Free to upload and watch videos.

It is detrimental to students as well a society.

Free upload to and watch videos. Can learn new skills.

Create playlists to organize videos and group videos together.

Users can subscribe or follow other youtube channels and users.

It is an information disseminating platform for students.

The platform is used to serve a range of different causes.

EXPLORING  
WORLD'S TOP  
YOUTUBE  
CHANNELS

Everyone is interested in the opportunity to turn their passion into a profit.

Easy Earning is at he very top of the list of youtube benefits for vloggers.

Users can search for and watch videos. Can learn new skills.

Engaging in student learnings. Can be source of income.

You can't see who viewed your videos on youtube.

Youtube is considered a social media platform.

Create a personal youtube channel. Upload videos to your channels.

Youtube is a platform for learners. you can learn anything from anyone, be it a chef or an expect.



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?