



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?

Comments
on video

Anticipation

Social
media
interactions

Feedback
in polls and
surveys.

Trust

Community



Watch
multiple
videos in a
row.

Share
video with
friends.

Overwhelming
Notifications

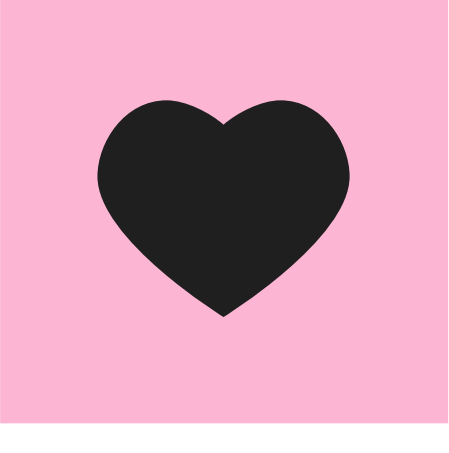
Engage in
discussions in
the comments
section.

Inspiration

Engagement



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?