

## Says

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

T-Series is the number one youtube channel in the world.

T-Series's
content type
like music
videos and film
trailers.

They have 247 million subscribers.

YOUTUCHANN

Giving regular updates.

Provide more benefits to E-learners for education.

Cheer-ups with entertainment videos.

Does

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

**Thinks** 

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



Easy to analyse the videos using familier language.

Download options are given to save more videos.

Notifications are available.

WORLD TOP
YOUTUBE
CHANNELS

Silver, Gold,
Diamond, Red
diamond rewards
are publishing
depends on
subscribers.

Minimize the advertisement.

Free from harm even can watch children.

**Feels** 

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



