



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?



Feels

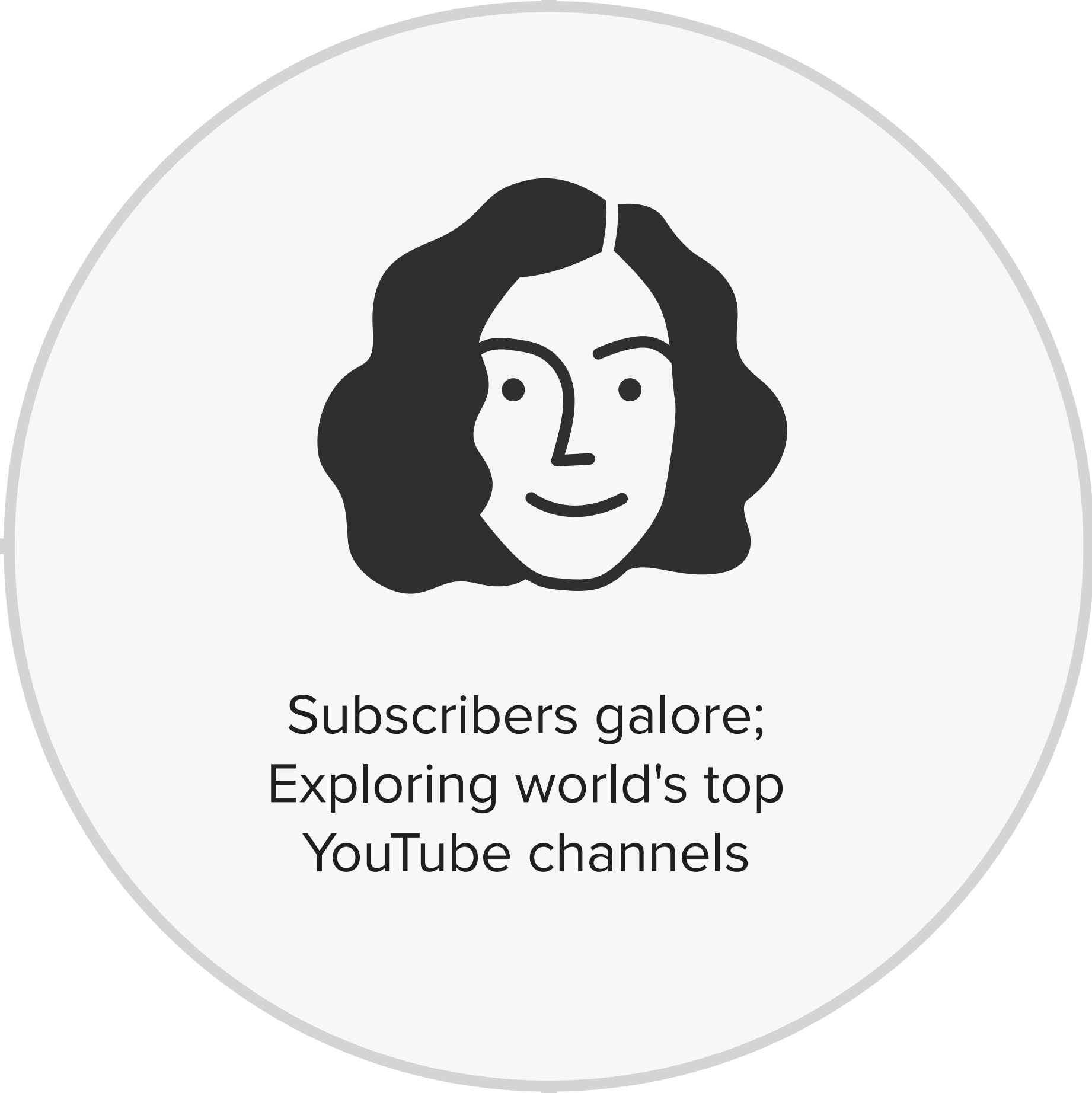
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

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

 [See an example](#)



Youtube is a
multimedia
process.

It gives hopes to
individual person or
group of people to
create a channel
and making money
by this way

It is a income
source for small
households to big
industries, news
channels and
entertainments

It helps us
to claer
doubts in
studies

They only
focus in
their wealth

It is a stage to
show our
creativity
,skills and
talent

Increasingly
they're turning to
youtube to look for
advice and help
narrow down their
choices

With so many
option out
there, people
can feel
overwhelme

Most o
youtubers
face
youtuphobia
disease.

It's not the
constant earning
base system so
anytime the
youtuber affect
by it

Frequent users o
YouTube have higher
levels of loneliness,
anxiety,and
depression
according to
researchers

We have all seen
people with their
heads buried in
their phones,
oblivious to the
world around them