



**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?

SUBSCRIBERS  
GALORE



Viewers  
highly admire  
& enjoy the  
content

The content is  
not only  
entertaining but  
also extremely  
helpful

The content  
is shaped by  
individual  
preferences  
and values

The simplicity  
of YouTube  
has exploded  
over the  
years

Most popular  
video  
streaming  
platform

Information  
disseminating  
platform for  
students

Filter the  
results and  
sort them by  
relevance and  
views

Fabulous  
teaching aid for  
learning

Check the no  
of likes  
& shares to  
gauge  
audience eye

Evaluate the  
production  
quality of  
videos

Multiple  
choices makes  
it simple for  
the user

Enormous  
amount of  
data and  
options

 [See an example](#)