



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?



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WHO LOVES TO EXPLORE AND LEARN

"I love it for its relatable and vast content and my ability to connect with the creators"

Thinks that certain channels rely heavily on borrowed or recycled content instead of creating original content.

"I need a short break in between my study hours so I am using this as a stressbuster"

"I can avoid spending money as I can learn it from popular creators much better"

Thinks of judging the channels based on subscribers count and descriptions.

Thinks that it is more safe to use this platform instead of websites which aren't approved or perilous.

Does gets inspiration after learning from the diverse held of contents.

Does decisions on mating their own content and follows the lead of the culture.

Feels disappointed after watching videos that were irrelevant and was full of interruptions with promotional ads.

Does gets into fraudulent creators page with curiosity lacking adequate knowledge of the platform.

Feels satisfied after watching videos that were more beyond expectations.

Feels balanced as this can be used as a hobby and also as a source for knowledge utilisation.



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?