



**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?

wasting too much time?

i want something reliable

maybe this isn't the best

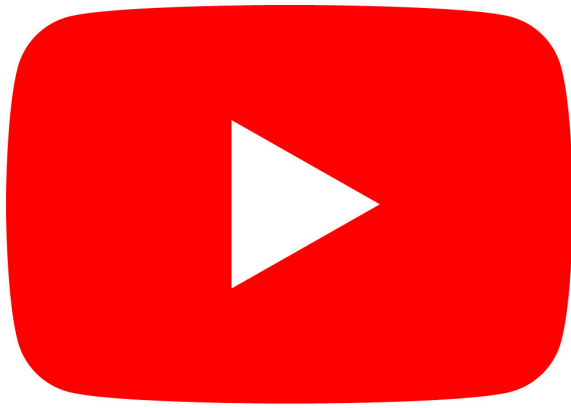
 **Shorts**

 **YouTube Live**

what size is best?

what is best for me

where should i short?

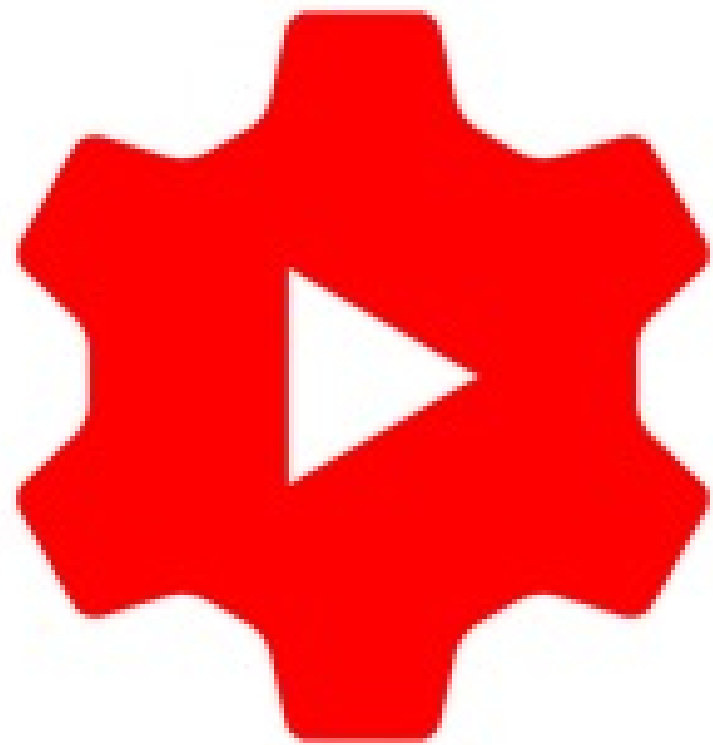


exploring worlds top youtube channels

more research

excited

checks the we-site



asks friends



inadequate

fear



**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?