



## Says

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

Youtube is an online free video sharing social media platform by Google.

Youtube Channel is populated with viewers and interesting content

It is the easiest way to upload videos online and watch video with almost every type of content.

## Thinks

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



Also used by students for educational videos.

Free of cost service.

Easy to use the service.Good source to each revenue.



Subscribers Galore: Exploring World' Top Youtube Channels

There is no limitation on the size or content of the video and also we can search for any type of video.

Backlines are generated any easy way to share information.

It's easy to upload your content on the platform, and you can handle it all on your own.

Any advertiser can put an add on your video many rules.

Little difficult to start earning.

More fake videos.



## Does

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

[See an example](#)

## Feels

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

