



Says

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

Other youtubers said that they are struggling "How to attract the viewers"

They need to find "How should the content be?"



Thinks

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

Extract the informations regarding the relevant content

Presentation skill development against the content

We developed the skills, same as the top youtubers

We developed the presentation skills



Does

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

Be innovative and relevant to their content

It should be attractive to the audience

To be in trending



Feels

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