



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?

1.

From cooking shows to streamers, YouTube has videos on every topic conceivable.

Below, we've put together a list of the channels and YouTubers with the most subscribers. It's a pretty varied list.

It's also become a platform where YouTubers can gain immense popularity on their own, establishing themselves as superstars in their respective domains

YouTube is a gigantic platform that houses billions of videos of different kinds. It is mammoth-like and gives solutions to any problem in the world.



Now that you have decided to create a channel, you might be feeling wary of choosing the right idea/ theme for it. And it is okay to feel that way because not all channels are successful.

On the one hand, choosing the wrong idea in the very first place can backfire big time. On the other hand, the right notion poorly presented can affect the whole point.

Vlogging channels have been gaining popularity since forever! And the best

If you are amidst those with such an artistic sense, you can start either a Photography or a Videography channel, depending on your field of expertise and comfort.



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?