



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?

Has become
a global
phenomenon

Platform for
entertainment
and education

Wide variety
of content

Exploring
world's top
youtube's
channels

Earning
amount,getting
more
subscriber

To become a
world top
youtube
channel

criticizing
others

Immitating
others

We learn
other
languages
and also
study

So many are
enacting,singing,dancing

They doing
sell whole
sales

Fear is an
emotion that can
be help keep
you safe from
real danger

The fear of
starting a
youtube channel
has kept you
from taking
action

Let just assume
that people you
know will find
out about your
channel



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?