



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?

" I found this amazing channel with millions of subscribers!"

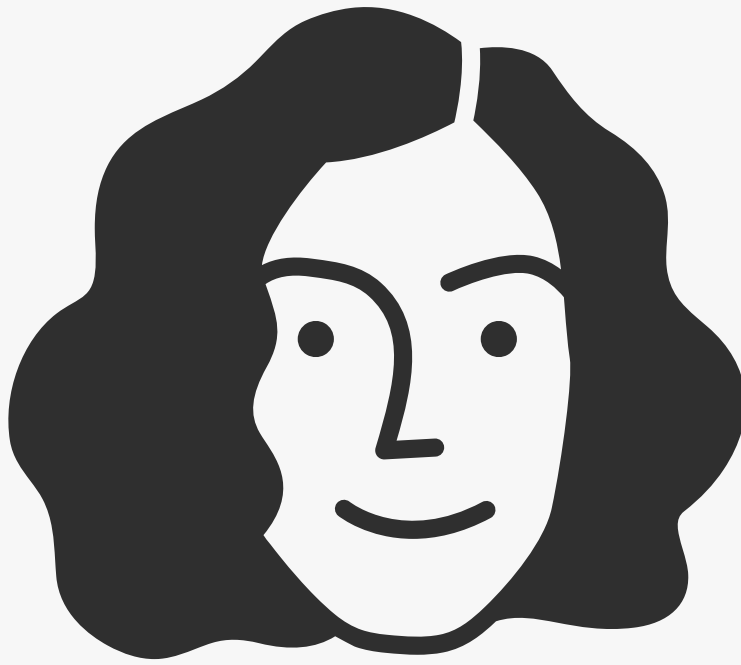
"I wonder which youtube channels have the most subscribers?"

"Let me show you this hilarious video from one of my favorite channels."

"I can't belive the creative and talent on youtube these days."

"I hope to discover some new and interesting channels to follow."

"I'm curious about the content that attracts a massive audience."



subscribers

Subscribers Galore :  
Exploring World's  
Top Youtube  
Channels

searches online for articles or videos about top youtube channels

Visits you tube and starts watching videos form popular channels.

Excited to uncover the most popular content on you tube.

Shares intaresting discoveries with friends or on social media.

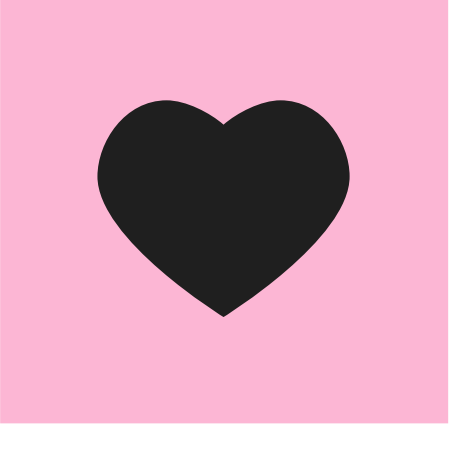
Satisfied when they find engaging channels to subscribe to.

Intrigued by the diverse range of channels and content available.



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?