



Says

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

Each channel has separate track.

Good source to earn revenue.

It is an opportunities to enrich themselves.

Doing big things in little time.



Thinks

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

Youtubers typically have skills in video production.

Earning income is the ultimate goal.

Good understanding with audience.

Creating videos about their experience.



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Posting videos with different ideas.

Maintaining regularity in publishing videos in time.

Attracting thumbnails are created.

Can connect more audience.

Acting for a video makes them lose their nature.

Courage to face obstacles.

Not easy to concentrate on a single topic.

Audience are impressed easily.



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?