



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?



Feels

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



Does

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

See an example



youtube makes it  
easy for content  
creators to share  
their content with  
a large  
audience

some youtube  
videos  
increase  
awareness of  
social issues

enables to centralise  
a location for a  
plethora of videos  
associated with the  
merchandise or  
service that you are  
presenting

by exploring  
top youtube  
channels we  
learn about  
new areas

we learn  
more  
scientific and  
natural things

more  
content  
videos are  
seen

information  
disseminating  
platform for  
students

access to  
monetisation  
features such as  
advertising, fan  
funding, and  
merchandise sales

free video  
sharing  
website and  
learning  
website

lot of  
distraction  
in students  
society

more fake  
exploring  
videos

more ads  
contents and  
fake review  
contents