



Says

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

I love discovering new content and creators on YouTube, Their content is so engaging

I'm always on the lookout for fresh and exciting channels to follow.

Engaging with my favorite creators makes me feel connected.



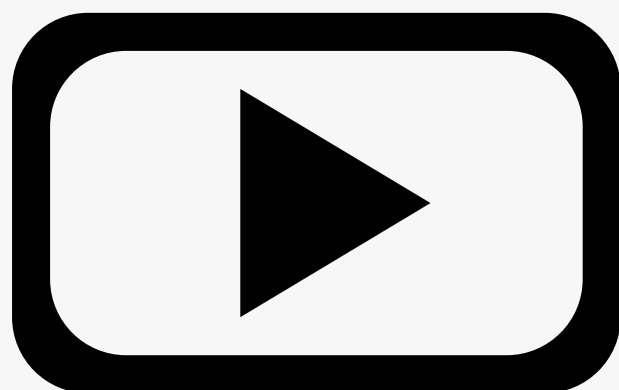
Thinks

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

Curiosity and excitement when discovering a new channel or videos.

Connection and camaraderie with fellow viewers who share their interests.

A sense of empowerment through their ability to support and engages with creators.



Exploring world's top YouTube channels

A TOUR OF YOUR WORKSPACE

Subscribe to channels that align with their interests.

Interact with content through likes, comments, and shares.

Share their favorite channels with friends and online communities.

Gratitude for the creators who provide entertainment and value.

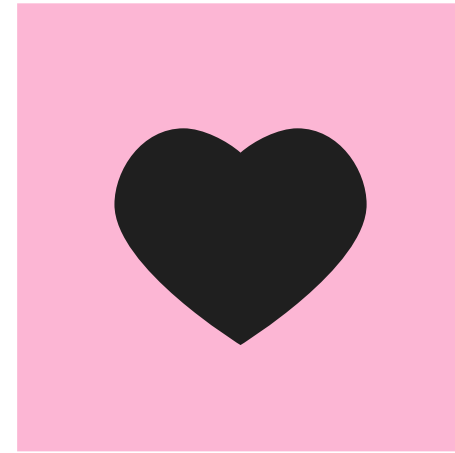
A Desire to see the channel continue to grow and succeed.

Frustration with advertisements or irrelevant content suggestions.



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?