



Says

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

The number.1  
top youtube  
channel is T-  
Series

Youtube is  
publishing  
the list of top  
youtube  
channels

Youtube was  
excluded the  
channels such  
that Justin Bieber  
VEVO, Taylor  
Swift VEVO



Thinks

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

The channel  
has 200  
million+  
subscribers

Encourage  
the youtube  
channal

The  
channels are  
transferral  
their contant

Subscribers Galore:  
Exploring World's top  
Youtube Channels

Uploading  
many  
interested  
video

maintain  
their  
subscribers

Upload  
good  
content  
videos only

Subscribers  
like the  
videos

know about  
the details  
of the  
content

Subscribers  
feel better  
about the  
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?