



Says

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

I want to stay updated on topics I am interested out there

I am looking for valuable content to subscribe

I am overwhelmed by the amount of content out there



Thinks

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

Will this platform protic content relevant to my interests?

I hope the subscription is worth the investment

I wounder it will discover something new and exciting



Subscribers galore:
Exploring world's top YouTube channels

Excited about discovering high quality content

Frustrated by irrelevant or low-quality content experience

Anxious about missing but an important information



Does

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

Searchers for content across various platforms

Reads reviews and recommendations from others

Subscribers to newsletter, channels or broadcasts that align with intersects



Feels

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