



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?

Subscribers galore  
Exploring world's Top  
YouTube channels

I was  
expecting  
something  
different

Best way to  
gain  
subscribers

Which  
content do  
you like ?

Which  
channel is  
best?

Wasting too  
much time ?

Best  
Channel  
name

What do  
you think ?

Putting  
interesting  
or current  
news

More  
research

Check the  
YouTube  
Channels

Compare the  
contents  
with different  
channels

Excited

Getting  
knowledge

Sorting by  
highest to  
lowest  
subscribe

Satisfaction

Inadequate