YouTube Empathy Flow Chart

Audience

Users

Creators

Creators' Needs
- Audience Insights
- Feedback and Support
- Content Promotion

Creators' Pain Points
- Copyright Issues
- Monetization Barriers
- Time-Consuming Process

Users' Needs
- Personalization
- User-Friendly Interface
- Community Engagement

Users' Pain Points
- Information Overload
- Ads and Interruptions
- Comment Moderation

EMPATHIZE

Observe → Engage → Watch and Listen

YouTube Features
- Recommendations
- Monetization
- Channel Creation
- Live Streaming

YouTube Problems
- Content Moderation
- Copyright Strikes
- Viewer Engagement
- Content Moderation