

# SAYS

Users statement  
about YouTube  
channel

I was  
expecting  
something  
different

Videos of  
your  
channel is  
inspiring

I really  
like that  
feature

Set a  
consistent  
posting  
schedule

Shall we  
use  
something  
useful

USER FOR  
YOUTUBE  
CHANNEL



# THINKS

what people think  
about YouTube  
channel

Wasting  
too much  
time

I want  
something  
awesome

The ads on  
the are  
distracting

Will I miss  
some of the  
weekly  
instructions

In this  
really  
worth it

Makes  
small  
decisions

Check the  
website

More  
research

Ask friends  
and family  
for  
opinions

Asks a lot  
of  
question

# DOES

what people do after  
watching YouTube  
channel

Anxious

Excited

Inadequate

Overwhelmed

Confused

# FEELS

What people feel  
about watching  
YouTube