



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?

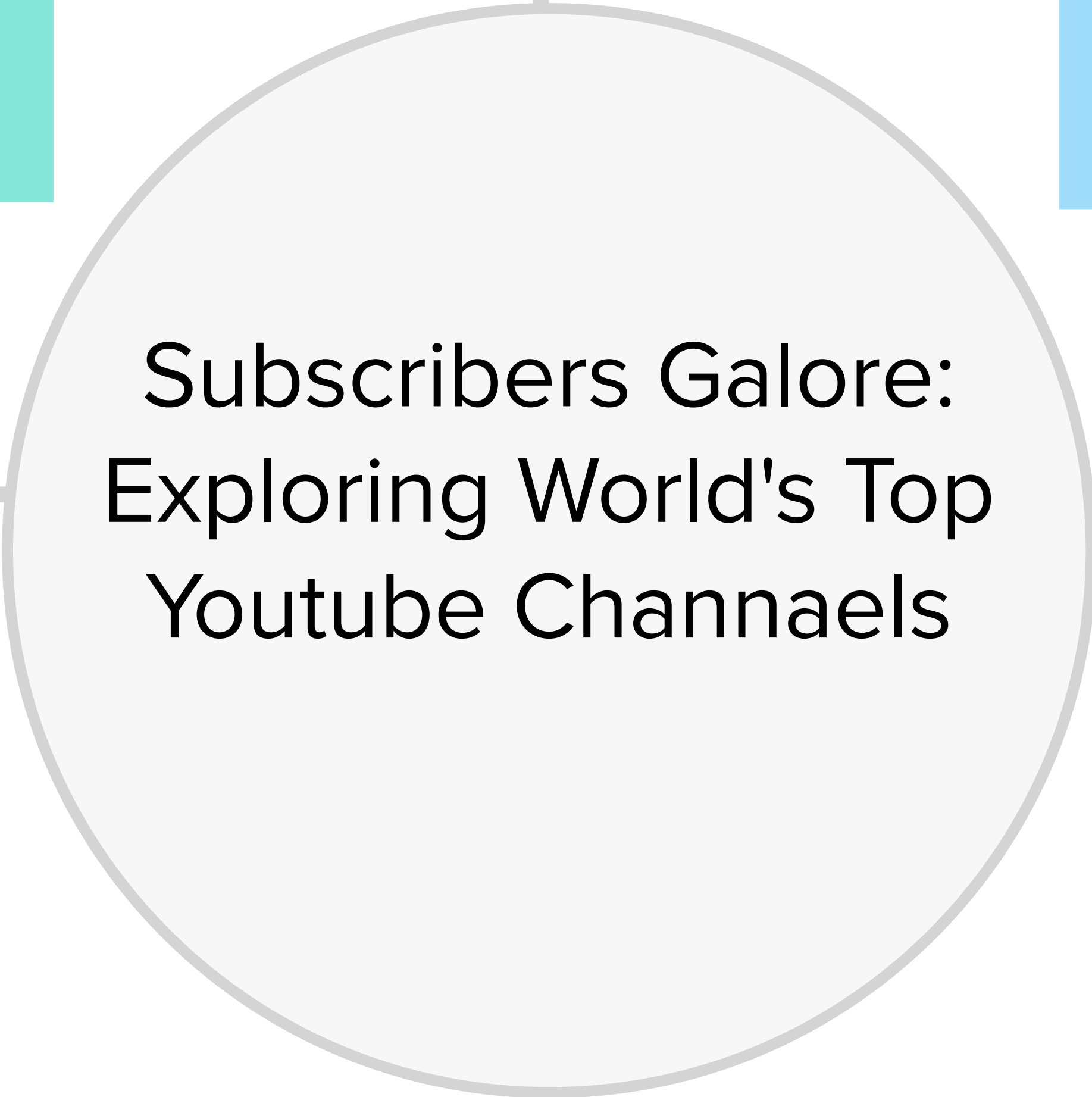
"I want to discover new and exciting content."

"I often spend hours on YouTube."

"What's trending on YouTube right now?"

"Are there hidden gem channels that I haven't discovered yet?"

"I hope to find content that matches my interests."



Searches for YouTube recommendations and top channel lists.

Excitement about discovering new content.

Clicks on videos with catchy thumbnails and titles.

Subscribes to channels that resonate with their interests.

Frustration when unable to find interesting channels.

Curiosity about how popular channels gain subscribers.



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?