



**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?

Subscribe to channels they find interesting.

Watch videos from different genres and creators.

Eager to be part of a community that shares their passion for youtube.

Frustrated if they can't find content that matches their interests.



**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?

