



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?

India has the largest youtube user population with 574.28 million active users.

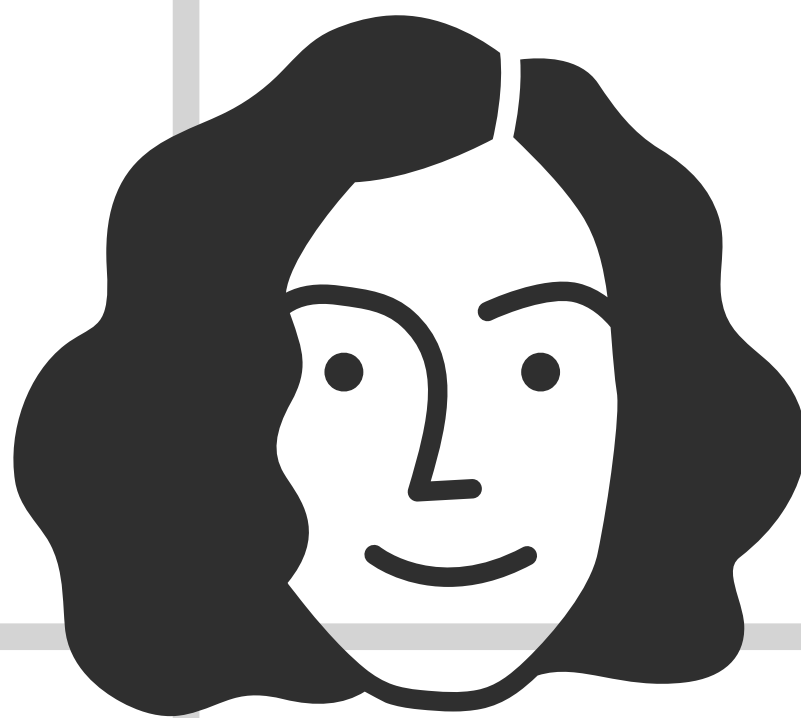
The number of youtube users in India was forecast continuously increases between 2024 and 2028.

Youtube is one of the most popular socail media platform in India.

User can watch,subscribing,liking and disliking,sharing,upload videos and etc.

Youtube makes India one of its top gobal markets.

Youtube reaches 80-85 percent of the country's internet population.



Top Youtube Channels
M.Priya
D.Nithya
R.Priyadharshini
R.Pandiraja

Users often mention the convenience of begin able to access in various devices, making it easy to watch videos.

people can watch, music,comedy,recipes, educational and etc.

While some people use youtube to find step-by- step guides on how to do something.

Some just watch videos to soakup as much valuable information as possible.

Watch videos and things want over and over again.

To learn how to do something...



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?