



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?



easy earning at
the very top of
the list of
youtube benefits
for vloggers

you can
make
money on
the youtube

it is one of
the best ways
to communit
to a audience

their scratch an
itch for creating
and sharing cool
things,and to get
front of the
audience

prominent
content
creater in the
minecraft
community

some youtubers
post just for
fun,and others
make it a full
time career

youtube is a
free video
sharing
website

youtube
make it easy
to watch
online videos

youtube is now
one of the most
popular site and
watching around 6
billion hours of
video every month

youtube influncers
are highly
influential through
their ability to make
the viewer feel like
they know them

our
viewership
isn't
consistent

youtube is
online activity
there can be
threads and
risks



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?