



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?



Subscribers Galore

Exploring World's Top
Youtube channels

Whats
channel is
best?

I want
something
reliable
channels

Watching
too much
time

This could
be better

I think this
video or
channel is
scam

Don't
created
wrong
channels

I like this
channel

Is this
channels
really
worth it

I have seen
better
quality
channels

T-series is the
number one
subscribers on
youtube
channel in the
world

I really
like that
channel

Excited

Unsure who
to trust

Confused

Focused

Inadequate

Curious

Good
channels to
follow and
recommend it
to others

Research
channels /
subscribers

Asks
Friends

I will find
world
famous
channels

Lists pros/
cons



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?