



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?

It says  
whole  
Content of  
the video

whether it  
attracts  
our  
subscribers

It gives a  
clear idea  
to the  
subscribers

Content in  
a Single  
line

it is useful to  
make the  
subscribers to  
guess the  
content

whether it  
is accurate  
to our  
content

V. PANDI  
PRIYA

Adds  
Quality to  
the video

Better  
understanding

Easiest  
way to  
Approach  
the video

Attention

Increase  
the  
subscribers

It avoids  
Confusion  
among  
Subscribers

Giving Clue  
to the  
Subscribers

Tells about  
Particular  
Content



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?