Says

What have we heard them say?
What can we imagine them saying?

"I want my YouTube video to stand out among others.

"I need something visually appealing and attention-grabbing."

The thumbnail needs to clearly represent the video content

LIST WHAT YOUR AUDIENCE MIGHT SAY ABOUT YOUTUBE THUMBNAILS. FOR EXAMPLE, "I WANT THUMBNAILS THAT CATCH MY ATTENTION."

Thinks

See an example
Mind map

What design elements will convey the video's topic?

Will this thumbnail encourage viewers to click on the video

HOW CAN I CREATE A THUMBNAIL THAT REFLECTS THE VIDEO'S QUALITY?"

CONSIDER WHAT YOUR AUDIENCE IS THINKING. FOR INSTANCE, "I HOPE THIS VIDEO IS WORTH WATCHING."

Search for relevant images and icons on Canva's platform.

Experiment with different layouts and color schemes.

ANXIOUS THAT THE THUMBNAIL MIGHT NOT EFFECTIVELY CONVEY THE CONTENT.

EXCITED ABOUT CREATING AN EYE-CATCHING THUMBNAIL ANXIOUS THAT THE THUMBNAIL MIGHT NOT EFFECTIVELY CONVEY THE CONTENT

PREVIEW HOW THE THUMBNAIL LOOKS IN DIFFERENT SIZES.

THINK ABOUT THEIR ACTIONS. DO THEY OFTEN CLICK ON THUMBNAILS WITH BOLD TEXT OR VIBRANT COLORS?

MOTIVATED TO DESIGN SOMETHING THAT CAPTURES VIEWERS' INTEREST.

EXPLORE THEIR EMOTIONS. ARE THEY EXCITED, CURIOUS, OR SKEPTICAL ABOUT YOUR 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?