



Says

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

Says: "I want to discover the most popular content on YouTube."

Says:
"I'm excited to dive into the content of this top YouTube channel."
"I hope to find entertaining and unique videos that captivate my interest."

Says: "I'm curious about the content that's making this channel so popular."



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Thinks: "I want to be entertained, learn something new, or escape from my daily routine."

Thinks: "I hope I discover something unique and enjoyable that aligns with my interests."

Thinks: "I wonder what makes this channel so popular and different from others."

EXPLORING WORLD'S TOP YOUTUBE CHANNELS

Feels: Excited, curious, engaged, entertained, possibly inspired.

Feels: Excited, curious, slightly overwhelmed by the vast content options.

Feels: Intrigued, eager to see what the hype is about, possibly a bit skeptical.



Does

What behavior have we observed?
What can we imagine them doing?

Does: Subscribes to the channel, watches videos regularly, likes and comments on videos, shares videos with friends.

Does: Searches for the channel, watches a variety of videos to get a sense of the content, reads comments and discussions to understand viewer perspectives.

Does: Subscribes to the channel, browses through popular videos, reads comments to gauge viewer reactions, creates playlists of favorite videos.



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?