



### 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?



Youtube is  
the perfect  
website in  
the world.

Youtube  
increase  
education videos  
for student  
technology.

Youtube is  
very useful  
for our  
studies.

Distraction or  
harmful content  
should to  
destroy the  
student studies.

Youtube as an  
information  
disseminating  
platform for  
students.

Youtube  
enables  
inexpensive  
distribution of  
educational  
content.

Posting videos  
frequently has a big  
impact on your  
subscriber count  
because the more  
you post videos, the  
more people watch  
them.

It never hurts to  
learn some lesson  
from other brands  
and get tips to help  
your business reach  
new audience on  
the social media.

We create a  
lot of videos  
for students  
study  
purpose.

Repurpose  
your youtube  
videos for  
different social  
networks.

Improve the  
youtube  
channels for  
understanding  
the project  
abilities.

Makes youtube  
videos a great  
tool for  
engaging  
students in  
learning.



### 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?