



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?

you tube is a  
video-  
sharing  
platform .

integral part  
of our dail  
lives

yotube is a  
major role in  
the  
entertainment  
industry .

youtube is a  
one of the  
platform of  
internet .

you tube is  
one of the  
most popular  
website

youtube as also  
played a key  
role in shaping  
popular culture  
.

youtube has  
a become a  
powerful tool  
for learing.

youtube is a  
powerful  
platform.

youtube has  
become a  
powerful tool  
for edcation.

the platform not  
only hosts  
enterinment  
material but also  
a informative  
lectures.

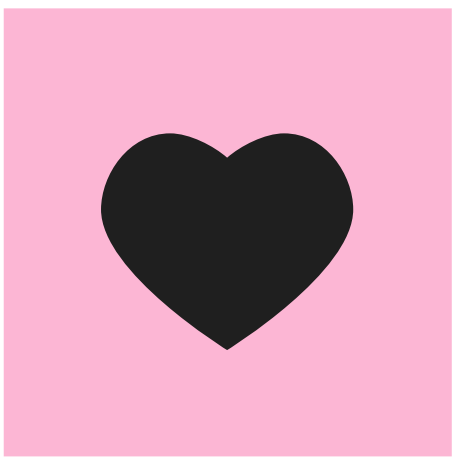
it can be used for  
many and many  
useful things like  
information ,for  
getting unbiased  
news etc...

the platform has  
given rise to a  
new generation  
of content  
creatore and  
influencers.



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?

 See an example

# YOUTUBE VIEWERS

Youtube is a Social platform that allows for two way Communication between Brands and their Audience .Youtube is a most common Social media service used to communicate with student Youtube is the second largest Engine next to Google.