



Says

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

A tour of  
your work  
space

A tutorial on how  
to use a piece of  
technology or soft  
ware.

A diy  
projecte  
tutorial.

Discuss hou  
different  
cultures  
celebrate a  
particular event



Thinks

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

Behind the  
scenes

Product  
showcase or  
announcement

Comany  
culture

Meeting the  
team

saradha.s  
sasikala.r  
shanthi.s  
sheelaviji.m

Youtube is a  
platform thats  
captivated  
audicnces across  
the world.

Yotube  
launched  
back in  
2005.

This will also  
help with  
increased  
views and  
engagement.

Getting  
perspective

feel  
defensive

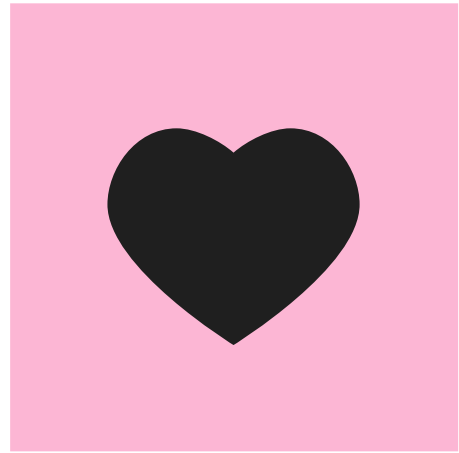
Feeling  
overly  
sensitive

Difficulty  
being  
objective



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?