



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?

User sees a list of the 50 most-subscribed You Tube channels.

User notices that these channels have millions of subscribers.

User observes that there is a mix of content categories and languages.

User may be thinking about subscribing to some of these channels.

User might want to explore different categories of content.

User could be wondering about the growht strategies of these channels.

Exploring World's Top Youtube Channels

User needs more information about these channels, like their content and growht.

User wants to discover new content to enjoy on You Tube.

User may want to understand what makes these channels so popular.

User minght be impressed by the sheer popularity of these channels.

User could be curious about the types of content these channels produce.

User may feel that You Tube is a dierse platform with content in various llanguages.



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?