



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?

No fake video

Visuals should be clear.

No video without content

Neatly presentation

Focus on video quality

Have a creative video

YOU  TUBE

Choose a good video editing software

Promote your videos on other platforms

We have to split the content depends on their need. Ex. Agriculture, Education.

It would be to reduce the ads between videos.

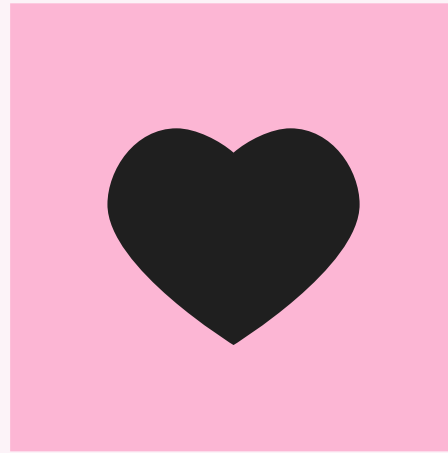
Too much of distraction

Create more education content videos



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?