

Says

What do viewers say about their favorite YouTube channels?

Do they express their opinions, feedback, or criticisms?

"I love spending time watching YouTube videos."

"I like to engage with content creators through comments and likes."

"I'm always looking for new and exciting content to watch."

"I prefer highquality videos with great production value."

YouTube

**Exploring World's** 

**Top Youtube** 

Channels

What goes through their minds when they decide to watch a YouTube video? Are they looking for entertainment, education, inspiration, or information? Do they trust the content creator's expertise?

I wonder what's trending on YouTube right now."

> "I wish there was an easier way to discover hidden gems among popular channels."

"It's amazing how YouTube has such a diverse range of content."

"I hope I can find unique and interesting channels to subscribe to."

**Thinks** 

"I enjoy being part of a community that shares my interests."

and learning." They subscribe to channels that

consistently produce

content they enjoy

and hit the 'like'

button on videos

they find engaging.

They actively

participate in

discussions in the

comment section,

expressing their

thoughts and

interacting with other

viewers.

"YouTube is

my go-to

platform for

entertainment

They share their favorite videos with friends and on social media platforms.

They explore various genres, from entertainment and gaming to education and DIY, seeking variety in their content consumption

They keep up with the latest trends and updates in the YouTube community.

When they discover a new channel that aligns with their interests.

When they find other viewers who share their passion for specific channels.

recommended videos don't

When

match their

preferences.

watching?

About the lives of their favorite content creators and what inspires them.

Towards creators who consistently deliver valuable and entertaining content.

What actions do viewers take in response to the content they consume?

Do they like, subscribe, share, or comment on videos?

Do they seek out related content or engage in discussions about the channel?

How do viewers feel when they engage with top YouTube channels? Are they excited, entertained, informed, or frustrated? Are there specific emotions they experience while

Does

**Feels**