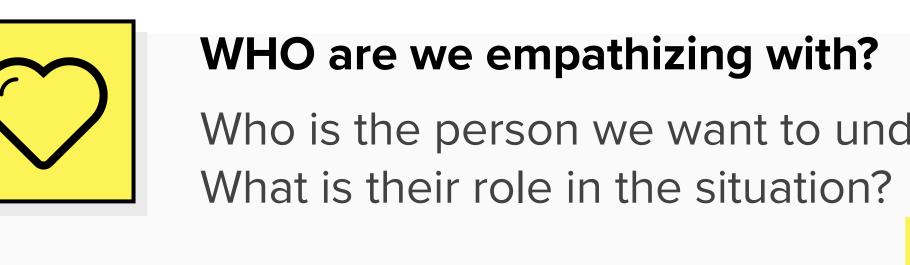


Empathy map



Subscribers Galore: Exploring World's Top Youtube Channels.



WHO are we empathizing with?

The person we

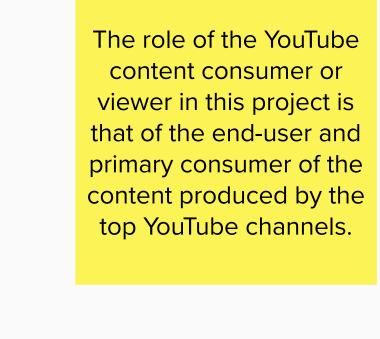
aim to understand

is likely a YouTube

content consume

or viewer.

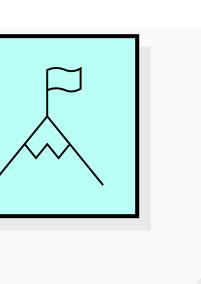
Who is the person we want to understand?



GOAL

What do they need to DO?

What do they need to do differently? What job(s) do they want or need to get done? What decision(s) do they need to make? How will we know they were successful?



titles when browsing



What do they HEAR?

What are they hearing others say? What are they hearing from friends?

> Recommendations from friends or family about their favorite YouTube channels.

YouTube creators expressing their personalities and thoughts in their videos.

> Comments and discussions in the video comment section.



Frustration with

inconsistent

upload

schedules from

favorite

channels.

Viewers may feel a sense

of belonging to a

community of like-minded individuals who share

similar interests, values,

or experiences, fostering

a desire to engage with and contribute to the

community.

What other thoughts and feelings might influence their behavior?

They may be influenced by their emotional connection to specific content, feeling inspired, entertained, or comforted

by the stories, messages,

or themes presented in the videos.

PAINS

What are their fears, frustrations, and anxieties?

Difficulty in finding

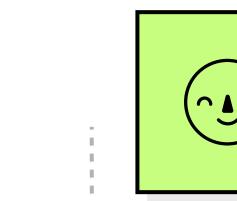
high-quality and

original content

amidst the vast

number of videos

on the platform.



GAINS

Joy in being part of

a community of like-

minded viewers,

sharing common

interests and

discussions around

the content.

What are their wants, needs, hopes, and dreams?

Excitement when

discovering a new channel that

resonates with

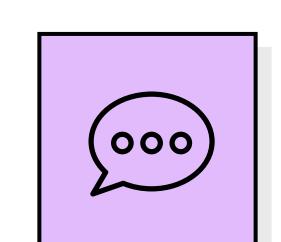
personal interests



Engaging video descriptions and comments from other viewers.

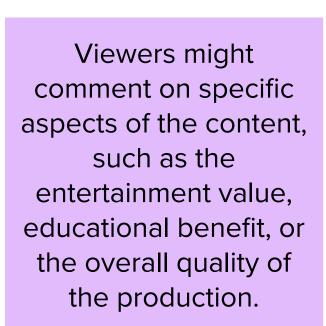
What do they SEE?

What do they see in the marketplace? What do they see in their immediate environment? What do they see others saying and doing? What are they watching and reading?

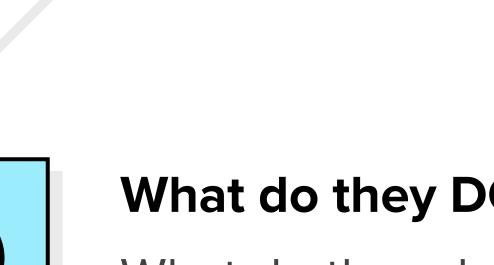


What do they SAY?

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







What do they DO?

What do they do today? What behavior have we observed? What can we imagine them doing?

> They watch and consume a variety of videos on the platform based on their interests, preferences, and recommendations.

They subscribe to channels that consistently produce content they enjoy, ensuring they stay updated with new uploads from their favorite creators.

They explore recommended videos, based on their viewing history and preferences, to discover new content and channels that align with their interests.

