



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?



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YouTube's mission is to give everyone a voice and show them the world.

YouTube is a video sharing service where users can watch, like, share, comment and upload their own videos.

As of May 2019, more than 500 hours of video content are uploaded to YouTube every minute.

Share your videos with friends, family, and the world.

Think school is an education start-up and we want to put a dent in the Indian education system.

Thanks for checking out think media on YouTube!

product features, responsibility and impact

Allows users to upload, share, and view videos on a variety of topics

It was launched on February 14, 2005

A short clip, usually 5 to 12 seconds in length, that plays before the main content of a YouTube video

Think of it as an abbreviated theme song for a TV show, except it's for your YouTube channel.

An intro is a key step to branding your YouTube content and creating your online persona.



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?