

Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?



High - quality and engaging content that holds their attention

Variety of content to match their diverse interests

Recommendations that help them discover new videos

"Will this video be interesting and engaging?"

"I hope i can find content that resonates with my intersts"

"I wonder if this video will be worth my time".



Likes,
commends,
and subscribers
to channels
they enjoy

Shares videos they find captivating with friends

Searches for specific topics or types of videos.

Excitement when discovering new content

Connection with creators who share their passions.

Frustration if the video is too long or uniteresting



## Does

What behavior have we observed? What can we imagine them doing?

**Feels** 





