




Says

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

I Want Content That's Worth My Time And Money!





I Hope To Discover Something New And Exciting Through My Subscription.

I Enjoy Being Part Of Community That Shares My Interests.





I Like It When I Can Easily Share Valuable Content.



Researches The Subscription Benefits And Offering Before Subscribing.






Engages With The Content By Reading Watching Or Interacting.

Shares Intresting Content By With Friend And Fellow Subscribers





Provide Feedback And Suggestion To Improve The Subscription Experrience..

Thinks

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



Is This Subscription Really Worth The Cost ?





I Wonder If There Are Any Exclusive Benefits For Subscribers.

I Hope The Content Keeps Improving Over Time.





Are There Any Rewards For Being A Long Term Subscriber?

Excited About The Possibility Of Discovery Unique Content.





Anxious About Missing Out On Exclusive Offers / Updates.

Frustrated If The Content Isn't Engaging Or Relevant.





Happy When They Recieve Personalized Reccommendation.



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?

