



**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?

I love  
discovering  
new youtube  
channels

I wonder if there  
are hidden gems  
in the youtube  
world

I want to  
watch content  
that's both  
entertaining

Quality and  
uniqueness are  
important factors  
for a top channel

Subscribers  
matter to me; it  
shows the  
channels  
credibility

How can I stay  
updated with the  
latest trends on  
youtube?

Activity  
search for  
new youtube  
channels

Engage with  
content by liking,  
commenting and  
subscribing

Share favourite  
channels with  
friends and on  
social media

Satisfaction  
when they see a  
channel's  
subscriber count  
grow

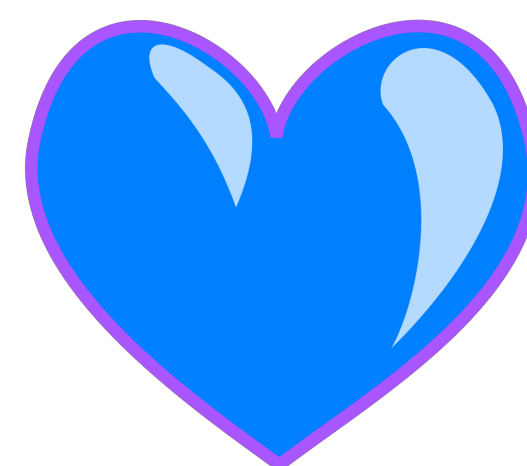
Frustration if  
they can't find  
high quality  
content

Excitement whwn  
they discover a  
fantastic new  
channel



**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?

