



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

Excitement whwn
they discover a
fantastic new
channel

Engage with
content by liking,
commenting and
subscribing

Frustration if
they can't find
high quality
content

Share favourite
channels with
friends and on
social media

Satisfaction
when they see a
channel's
subscriber count
grow



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?