



**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?

Pro's & Con's  
of being a  
youtuber

Job opportunities  
by content  
creating in  
youtube

Helps to explore  
various  
youtube  
contents

Revealing  
world's most  
famous  
youtubers

Find people's  
favorite  
content  
creators

Analyse  
people's area  
of interest in  
youtube



Analyse the  
contents in  
youtube

Curious

Learned  
several  
contents

explore the  
most watched  
contents

Find the  
channels with  
highest no.of  
subscribers

Feels funful  
and  
Entertained



**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?