

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?

which channel
is useful for
education?

which channel
is best for me
to watch?

is this really
useful?

which channel
has more
subsribrs?

I am expecting
some different
contents

why they
uploading
lengthy videos

subscribers galore:
Exploring worlds top
youtube channels

they can
upload new
contents

excited

checks the
channels

more
research

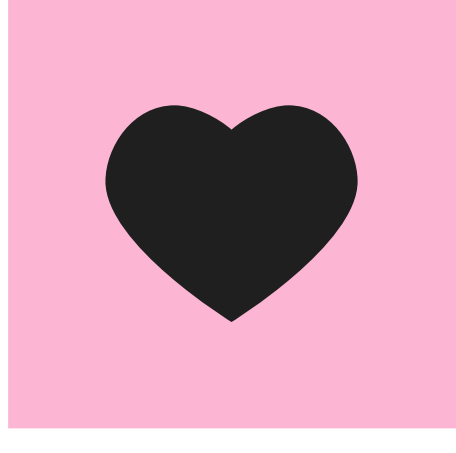
usure who
to trust

happy to
watch



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?