



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 want to  
post good  
content

all the  
important  
things are not  
in this video

more  
subscribers

get more  
likes

attractions  
for video

viewers  
problem  
solve video

comment the  
video

analyze  
comments  
community  
posts

good  
comments

all of the problem  
solve is subscribers  
was happy uploaded  
the video is good  
content was  
incredible views

interactions  
their viewers  
opinions and  
emotion

content and  
viewer  
interactions

actions like  
content  
types

interaction  
with their  
audience

i got a lot of  
money from  
youtube

i got a lot of  
subscribers



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?

