



**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?



Sometimes ads can be irritating sometimes they can be interesting.

I pay for Netflix because otherwise I would not be able to access that content.

Can work without some YouTube content though.

How do they recommend much great stuff?

YouTube keeps playing in the laptop in background while I do my office work.

Why would someone rent movies at such high prices.

Very long unskippable ads are annoying.

How can I get these ads to remove.

Tries to explore what youtube originals are not yet sure if there is enough content.

Tried the free subscription and now they can't go back to streaming with ads.

Come back to youtube for favourite content bloggers.

Users feel annoyed that they have to add their details to even trying a free membership.

Check for video from her favourite content creator.

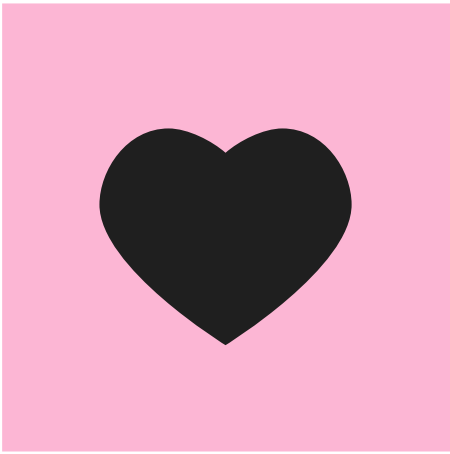
Can't go back to previous video by back button brings back to home button.

Can some extra videos for features.

Annoyed by regular unskippable ads.



**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?

 [See an example](#)