



Says

What have we heard them say?
What can we imagine them saying?

A LOT OF
COMMERCIALS.

youtube was
originally
designed to
be a Dating
Site

starting a
youtube channel
gives your
audience access
to more of your
content.



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Over 500 hour's
worth of video
content gets
uploaded to
youtube every
minute

Youtube is the
second-most
popular
website on
Earth

Youtube
earns
around \$15
Billion a year



TALENT
EXPRESSION.

Easy Earning is at
the very top of
the list of
Youtube benefits
for Vloggers.

Youtube
for Brand
promotion.

Youtube
benefits
talented people.

Cost savings.
Youtube is
entirely a free
platform.

Remote access.
Youtube is a
platform that is
available 24x7 as
long as the students
are having an
internet connection.



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](#)