



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?

this channel  
traditional village  
food cooking  
chennal in open  
fields

as of jan 2023,it had  
19.3 million  
subscribers on  
youtube and become  
the first tamil youtube  
channel to recive the  
first diamond creator  
award

this channel  
starts from  
2018..almost  
5 years  
completed.

everything is fresh  
and made with  
care.you know this  
food is going to be  
absolutely  
delicious

this channel is  
very useful for  
cooking in  
subscribers

I've noticed more elderly  
people join in eating this  
delicious food. I love that.  
these guys enthusiastic  
about cooking and I love  
the scenery. great camera  
man. stay heathy and  
keep enjoying what you  
do.

EXPLOREING  
WORLD'S TOP  
YOUTUBE CHANNEL

VILLAGE COOKING  
CHANNEL

I'm impressed  
this channel  
for me  
cooking talent

This channel  
is high level  
reach in  
Tamil Nadu.

I saw this  
channel I  
make many  
recipes

my family  
inspiration  
for cooking

this channel  
is very very  
nice  
channel.

I was very  
excited for  
this channel.



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?