



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?

Online video which is a free to use service and helps in developing and show oneself their talents and skills.

Youtube video content includes the music, news, live streams, short films, documentaries, vlogs, song, featured films which are viewed by the people all over the world through internet.

The content influence culture, unprecedented social impact, creates celebrities.

Advertise through youtube used to get a greater audience.

Contents in the youtube are created by individual person, collabration between youtubers and corporate sponserers.

Provides a path to the government to engage citizens.



SUBSCRIBER

Person who opted-in to receive communication

Watch videos for online education.

Well entertained and relaxed content which never go old.

Viewing live stream and trending news to get updated.

Shopping the products that the youtubers tag through the youtube shopping afflliate program.

Well connected with the outer world with recent updates, importand news and information.

Helps to advance the people's career and grow their businesses.



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?