



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?

Photography
and
videography
channels

Vlogging
channels

Tech
channels

Fitness
channels

Educational
channels

Gaming
channels



Comedy
channels

Toy
reviews
channels

• Experiment
channels

Political
satire/
News
channels

Food
vlogging

Travelling
vlogging



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?