



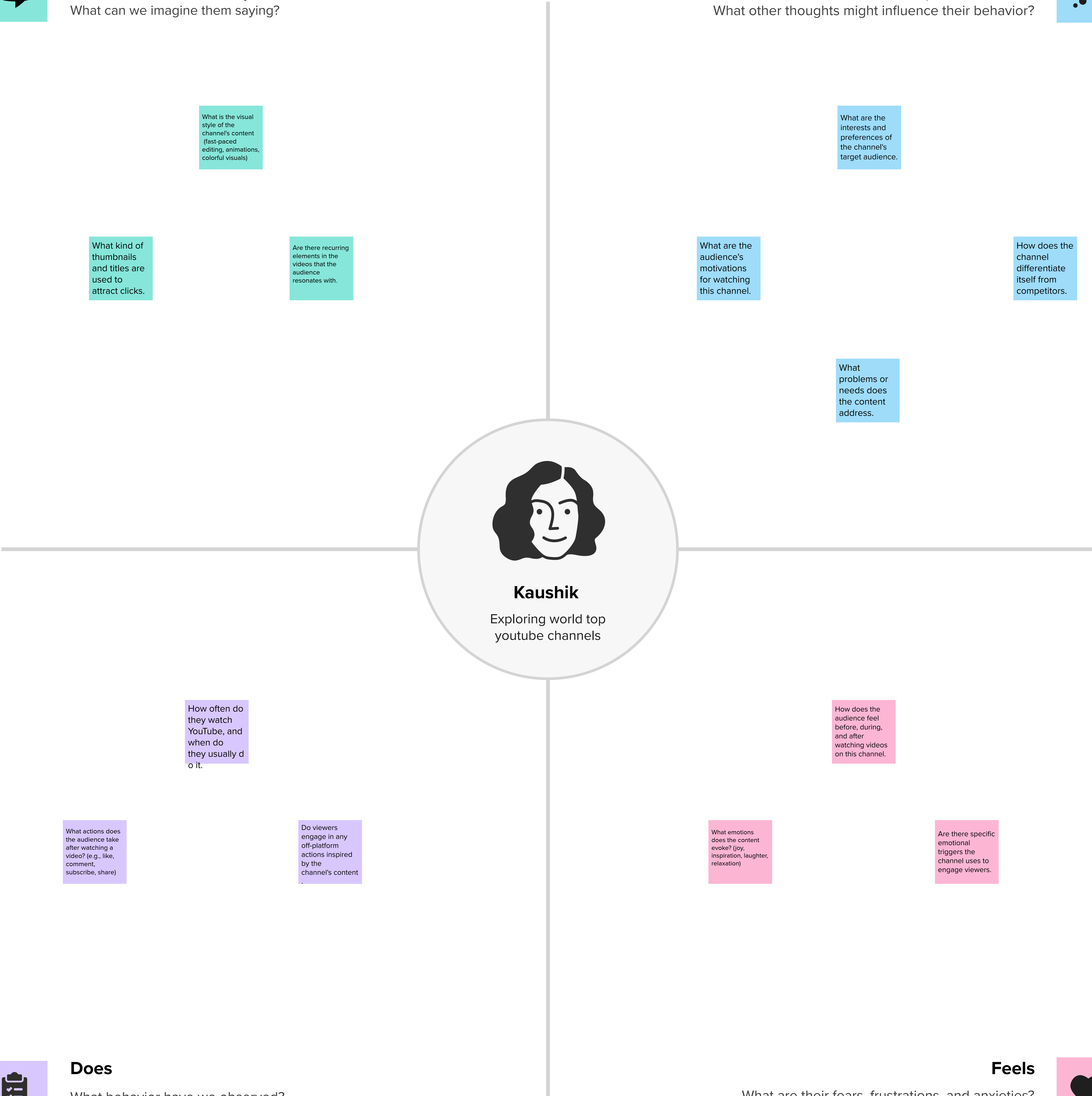
Says

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?



What is the visual style of the channel's content (fast-paced editing, animations, colorful visuals)

What kind of thumbnails and titles are used to attract clicks.

Are there recurring elements in the videos that the audience resonates with.

What are the interests and preferences of the channel's target audience.

What are the audience's motivations for watching this channel.

How does the channel differentiate itself from competitors.

What problems or needs does the content address.



Kaushik

Exploring world top youtube channels

How often do they watch YouTube, and when do they usually do it.

What actions does the audience take after watching a video? (e.g., like, comment, subscribe, share)

Do viewers engage in any off-platform actions inspired by the channel's content.

How does the audience feel before, during, and after watching videos on this channel.

What emotions does the content evoke? (joy, inspiration, laughter, relaxation)

Are there specific emotional triggers the channel uses to engage viewers.



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?