



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?



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Data providers:
"we offer data and analytical services".

Consumers:
"we want products and services that meet our needs."

Businesses and Brands:
"We want to understand our customers better."

Regulators and policy Makers:
"We need to ensure fair and ethical business practices."

Investors:
"We seek profitable investment opportunities."

Data providers:
"data accuracy and relevance are vital for our clients."

Consumers:
"Is this product or service worth my spending?"

Businesses and Brands:
"How can we tailor our offerings to meet consumer expectations?"

Regulators and policy Makers:
"How can we protect consumers and promote competition?"

Investors:
"Which sectors and companies show growth potential?"

Consumers:
Make purchase decisions based on needs,preferences, and reviews.

Data providers:
collect,clean,and analyze data, develop predictive models,provide reports

Businesses and Brands: Analyze consumer data, customize marketing strategies, launch targeted campaigns.

Regulators and policy Makers:
Monitor market behavior, enact and enforce regulations, investigate misconduct.

Investors: Analyze market tends, seek investment advice, make investment decisions.

Data providers:
a commitment to delivering high quality data insights

Consumers:
Value-conscious, expect personalized experiences

Businesses and Brands: A need to stay competitive and provide value to customers

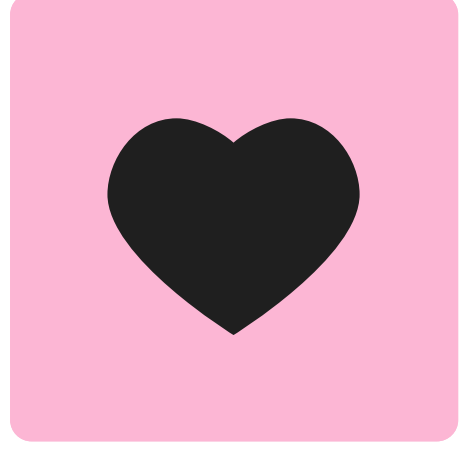
Regulators and policy Makers:
Responsibility to maintain market integrity and protect consumers

Investors:
A desire for high returns and managing risk.



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