



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?

The customer expectation are a set of ideas about a product, services or a brand.

To keep them aware of the latest updates and trades to the product and services.

In the new era of social media, consumer expect businesses of all sizes and walk of life to directly engage with them.

Convenient way to get help such as through the messaging channels and has fast reliable customer services.

Quick and easy resolution to customer complaints and deliver a product or services that addresses their needs at the time customer want it.

The customer needs are the psychological and physical motivation that make someone want to purchase product or services and stay loyal to that business.

market

Comparison of various aspects of products at the point of purchase.

Happy: It connects a business with its customers when they are online and is effective in all industries.

One efficient approach is to utilize vulnerability scanners to find security issues during the purchase of digital marketing products.

Before entering the online marketing the customer need the proper plan with strategies

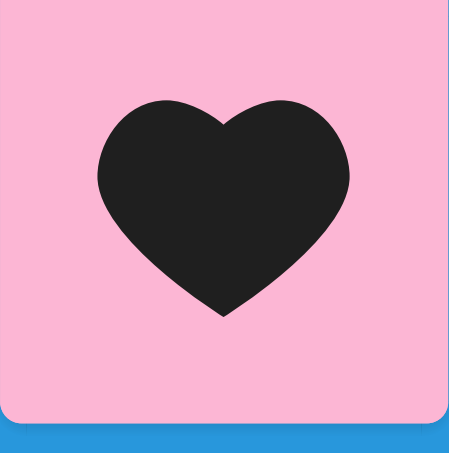
Anxious: There is a network issues so, spending much time to solve it.

SADNESS: The issues related to the poor product quality.



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?