



Says

What have we heard them say?
What can we imagine them saying?

Where
should i
start

I want
something
reliable

I was
expecting
something
different



UNVEILING MARKET INSIGHTS
ANALYSING SPENDING
BEHAVIOUR AND IDENTIFYING
OPPORTUNITIES FOR GROWTH

List PROS
and CONS

Make
quick
decisions

More
research



Does

What behavior have we observed?
What can we imagine them doing?

Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



Why this is
so hard

What is
best for me

I want
something
awesome

Is the
customer
happy with my
products and
service

Who exactly
is my
targetted
audience

What are
the
customer's
real feelings

Feels
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



[See an example](#)