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

Analyzing your competitors can help you spot industry trends and set bench marks for future growth.

> Understanding, analyzing, and keeping crack of consumer behavior is critical for businesses.

Insights on consumer behavior trends, especially spending help businesses reframe their offering to ensure growth even in economic challenges.

Having a great product and you would want to sell it.

Market insights reveal your innovation's.

The purchasing decisions in our social circle also play a large role in determining customer behavior.



Persona's name Short summary of

the persona

Lack of oppartunities.

Identifying and measuring emotional motivators is complicated, because customers themselves may not even be aware

People process visual information faster some concepts are better explained by an image than by text.

Fear of stepping first stone for success.

Physical factors age,health,illness,pain influnence of a substance or medication.



Does

of them.

Watching

customers

interest can

change this

behaviors.

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?



