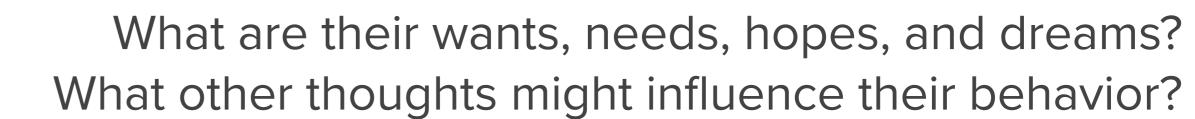
Understandind

the underlying

needs and

feeling of

customers



Develop my

business

Increasing

profit



Comfort to purchase

Low price and high quality

Online and local store shop



Unveiling Market Insights: Analysing Spending Behaviour and Identifying Opportunities for Growth

Digital marketing

Advertisingto attract

Special offers

In this product is wroth for money?

Is this product is necessary for now itself?

Does

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



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

Is this

user-

product is

friendly?



