



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?

Comfort to purchase

Develop my business

Low price and high quality

Online and local store shop

Increasing profit

Understanding the underlying needs and feeling of customers



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

Digital marketing

Advertising to attract

Is this product is user-friendly?

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?



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