



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?

speeds
up all the
process

5G upto
100 times
faster than
4G

High data
rates

5G is a
platform for
entirely new
innovation

5G is
expected to
offer an
excellent user
experiance

Consumers
value the
potential of 5G
to improve
their lives



Marketing insights
5G World

Transform
public spaces
like airport
and shopping
malls

Enable smart
manufacturing

The radiation
from 5G mobile
phones might be
harmfull for
animals and birds

5G is creating
never before
seen
opportunities for
people and
business

very costly

5G signals
could
interfere with
aircraft
equipment



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?