



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?

Spending influenced by peer pressure.

Is the product value for money?

Advertising on product by product displays,ads etc

What is the priority of me spending in market?

Is the product fits with or increase my social status?

Does spending for this make me satisfied?



USER

Do compare the products available in the market.

Go through the reviews of the product available in various platforms and also take advise from friends family and experts.

What frustrates them or prevents them from making purchases?

Analyse the need of the product that is this really necessary at this moment and does it affect my economic balance

Excitement and eagerness for spending in new product

Post purchase regret on spending on wrong product or spending at a wrong time.



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?

See an example