



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?

research your
customers
and
competition

understand
the business
environment
factors

explore
adjacent
opportunities

get a high -
level view
of the
market

provides
insights into
potential
customers and
competition

meeting
your target
audience
needs



Abilash.P

market opportunity
analysis

put your
analysis to
work

customer
observation

wants while
also
profiting

create your
target
market

determine
your
purpose

gather
additional
data



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