



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?



Feels

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



Does

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

 [See an example](#)



Un veiling Marketing Insights;
Analysing Spending Behaviour and
Identifying Opportunites for Growth

Short summary of
the persona

Exposure to
Marketing

Marketing
Intelling for
Weed
People

Not informing
people about
marketing

Developing
people's
understanding
of marketing

Unveling Market
Insights,
Identifying
Opportunities
for Growth

This project aims to
analyze customer
spending behavior
and identifying
growth

Developing
market
insights

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

The retailer then
sells the goods to
the end
consumer at
higher price
making a profit

frustraction,
anger,
tention or
fear

Not letting
people
know

In today's highly
competitive business
landscape, gaining
deep market insights
is essential for
business to thrive
and growth.