



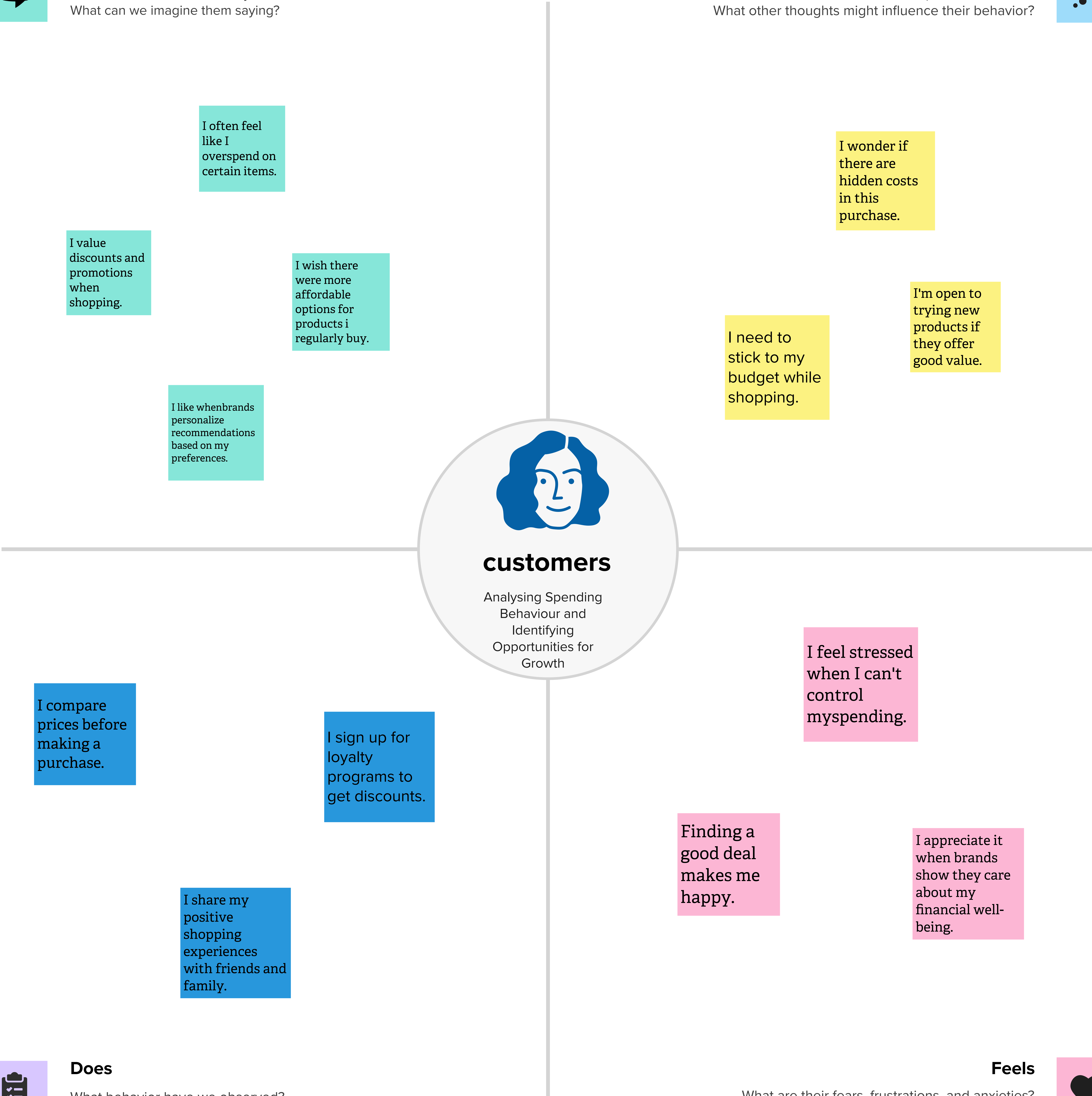
Says

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?



I often feel like I overspend on certain items.

I value discounts and promotions when shopping.

I wish there were more affordable options for products i regularly buy.

I like when brands personalize recommendations based on my preferences.

I wonder if there are hidden costs in this purchase.

I need to stick to my budget while shopping.

I'm open to trying new products if they offer good value.

I feel stressed when I can't control my spending.

Finding a good deal makes me happy.

I appreciate it when brands show they care about my financial well-being.

I compare prices before making a purchase.

I sign up for loyalty programs to get discounts.

I share my positive shopping experiences with friends and family.



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?