



Says

What have we heard them say?
What can we imagine them saying?

I have noticed a decline in sales and profits recently."

Understanding my customers' spending behavior will help me make better business decisions

I am not sure where I can find new opportunities for growth

They may seek out market research or industry insights to better understand their customers and identify growth

They may say that they have already tried different marketing strategies to attract customers

They may say that they have a good understanding of their customers' spending behavior



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

They may think that their current

they have a good understanding of marketing strategies are effective and targeted towards their customers

They may believe that there is limited growth potential in the fish market

The fish business owner believes that

their customers' spending behavior

They may feel confident in their business and their ability to meet their customers' needs.

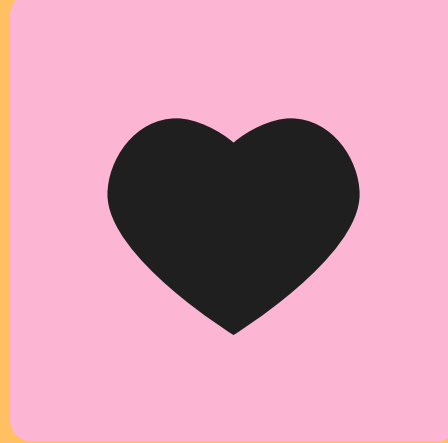
They may feel curious about potential opportunities for growth in the market.

They may also feel frustrated if they see their business declining or stagnating



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?