



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?

Production  
of good  
products

Good Data  
Quality

Increase  
Revenue

Buying  
Behaviour  
And  
Perference

Decision  
Making

Efficient  
Production

Industry  
Association

Buyer  
Personas

Unveiling  
Market  
Insight

Information  
Gathering

Improve  
Product  
Offering

Understand  
Market  
demand

Annual  
frequency

Launching  
New  
product

Create  
Websites

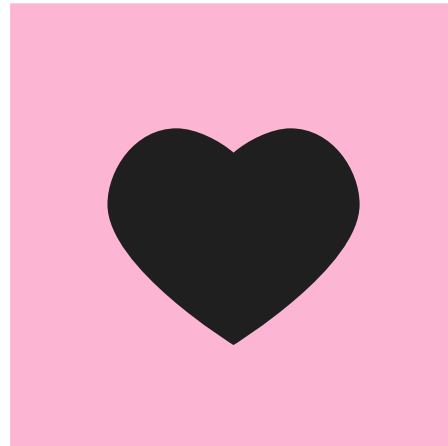
Competition  
among from  
different  
companies

Daily Profit



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?