



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?

Will all the members come ?

Good quality for product



Anything missed



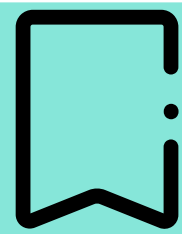
Low prize



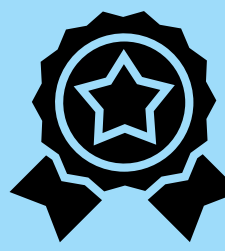
New opportunities for innovation



Choose product and brand



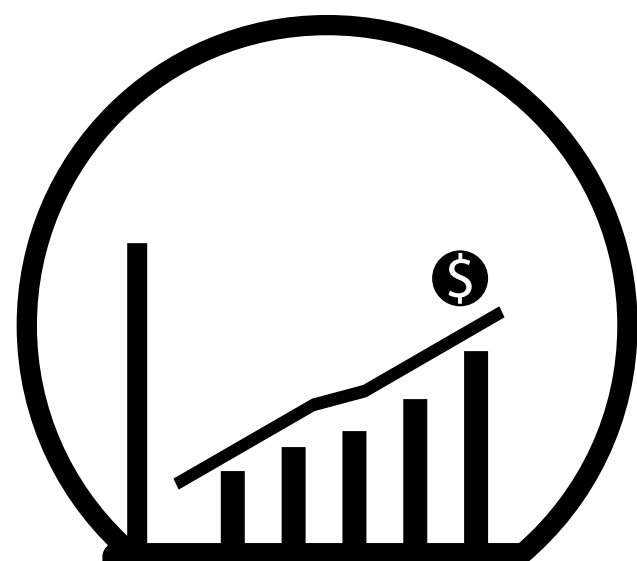
Average prize and high quality



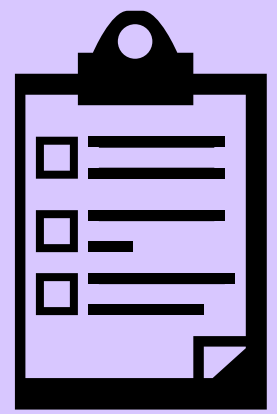
Natural product



Unveiling Market Insights



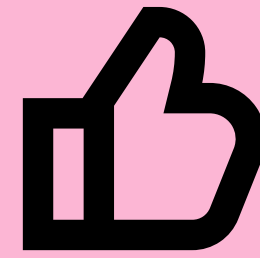
Make shopping list



Comparison



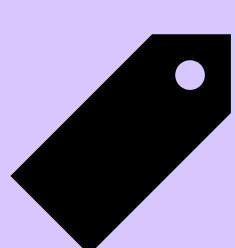
Satisfaction



Availability in all shops



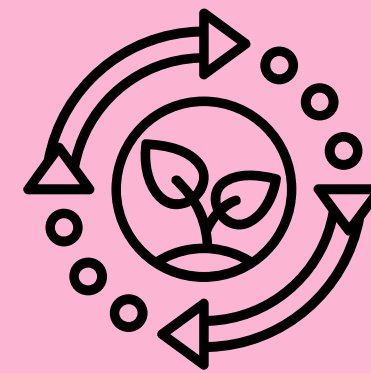
Refined sales approach



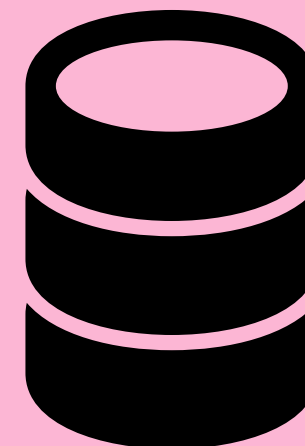
Move other shop



Sustainability for the long term



Expanded customer base



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?