

## 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?



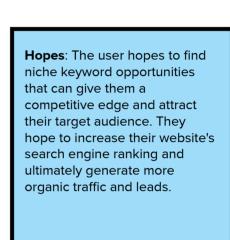


Wants: The user wants to gain insights about keyword ideas and search volume for their website or business.
They want to identify highperforming keywords that can drive more traffic and improve their online visibility.



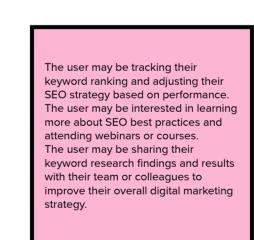
"I need to find keywords that will help improve my website's search ranking."
"I want to use a reliable tool to conduct thorough keyword research."
"I hope to identify low-competition keywords that can attract my target audience."





## **PROBLEM STATEMENT**

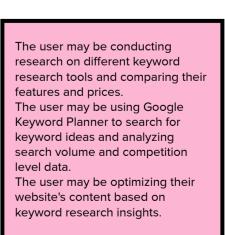
Keyword
Research
Using Google
Keyword
Planner

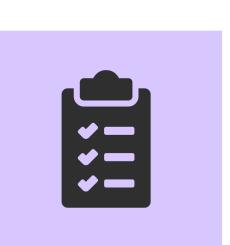












## Does

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

The user may be conducting

research on different keyword

The user may be using Google

Keyword Planner to search for

search volume and competition

The user may be optimizing their

website's content based on

keyword research insights.

keyword ideas and analyzing

features and prices.

level data.

research tools and comparing their





## **Feels**

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

