



Says

What does your audience say?
What are the key statements or quotes related to this topic?

Thinks



What are their thoughts and concerns?
What might the target audience be thinking?

What data and insights can help us make informed decisions?

How can we gain a competitive edge in our industry?

Are we missing out on valuable customer data?

How can we increase customer loyalty?

What are our competitors doing differently?



Persona's name
Businessman

We need to understand our customers better.

Understanding customer spending behavior is crucial for business growth

Our revenue growth has been stagnant.

We need to identify untapped market opportunities

Spending behavior data is essential

Frustration due to stagnant growth

Anxiety about making the right decisions

Excitement about the potential for growth

Curiosity about new opportunitie

Experimenting with different marketing strategies.

Conducting market research and data analysis.

Collecting customer data but struggling to analyze it.

Implementing strategies based on spending behavior insights

Seeking external expertise or tools for insights

Feels



What emotions might they be experiencing?

Does



What actions do they take?
What behavior have we observed?