



Seeking external expertise or tools for insights

Collecting to analyze it.

What does your audience say?

Our revenue

growth has

been

stagnant.

What are the key statements or quotes related to this topic?

We need to

understand

our customers

better.

Understanding

customer

spending

behavior is

crucial for

business growth

Conducting

research and

data analysis.

market

customer data but struggling

Experimenting with different marketing strategies.

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

Are we missing out on valuable customer data?

> How can we gain a competitive edge in our industry?

How can we increase customer loyalty?

What data and insights can help us make informed decisions?

What are our competitors doing differently?

Persona's name Businessman

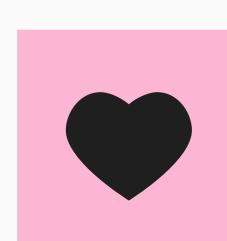
> Anxiety about making the right decisions

Frustration due to stagnant growth

Excitement about the potential for growth

Curiosity about new opportunitie

Feels



Does