



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?



Feels

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



Does

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

See an example

Unveiling Market Insights:  
Analyzing Spending Behaviour  
And Identifying Opportunities  
For

"We need to dig deeper into consumer behavior data."

"Let's explore new market segments and niches."

"Data-driven insights will be our key to growth."

"What are the key drivers behind consumer spending?"

"Are there untapped market segments we can target?"

"How can we leverage data to gain a competitive edge?"

Utilizes analytics tools to identify patterns and trends

Conducts market research to gather spending data.

Collaborates with cross-functional teams to brainstorm growth strategies

Eager to understand customer needs and motivations

Curious about consumer preferences and trends.

Concerned about staying competitive in the market