



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?

Identify your target market and uses

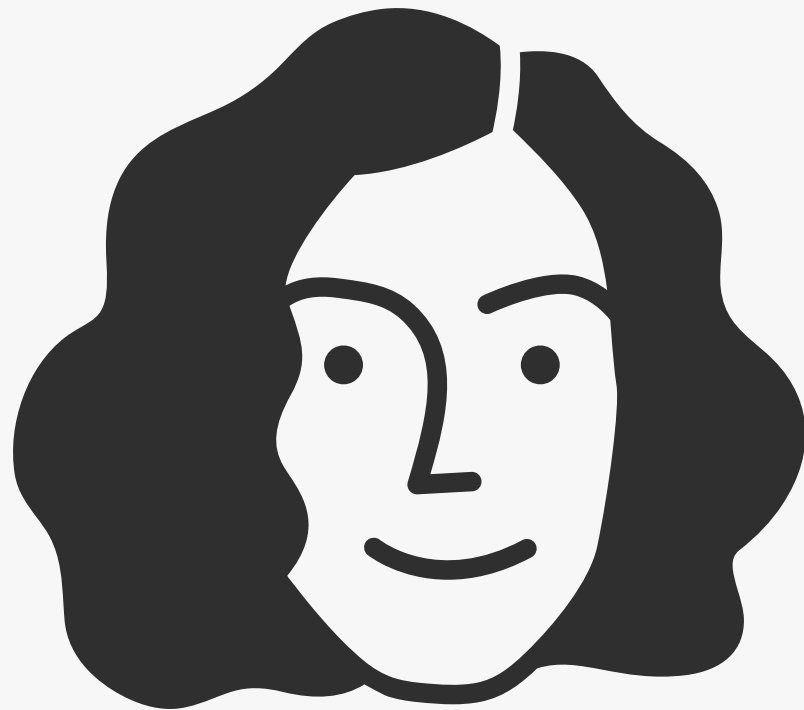
Evaluate technological in the market

Social media can help stock market to rise

Get a high-level view of the market

Quality of products and transportation be good

Create vibrant infographics accompany your product



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Develop / update your products strategy

Employers cooperation can be lead to marketing sucess

Convincing customer to buy a product

Attractive advertisement for a product lead to purchase

Foreign market analysis

Understand user needs



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?