



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?



Consumer Preferences:

Listen to consumers' preferences and desires. This could include what products or services they are looking for, what features matter most to them, and how they want to interact with businesses.

Social Media Conversations: Analyze social media conversations related to your industry or products. Social media platforms are a goldmine of consumer opinions, trends, and sentiments.

Feedback and Reviews:

Monitor customer feedback and online reviews. This can provide direct insights into what customers like and dislike about your offerings and those of competitors.

Economic Factors:

Economic conditions, such as income levels, inflation, and job security, play a critical role in shaping consumer behavior. People adjust their spending based on financial circumstances.

Emotional Well-being:

Emotional well-being is a significant influencer of behavior. Products and services related to mental health, stress reduction, and emotional support have gained popularity.

Life Stage and Events:

Life events like marriage, having children, or retirement can significantly impact spending behavior. Understanding consumers' life stages helps in targeting them appropriately.



Online Shopping Behavior:

- Observed Behavior: Increased online shopping due to convenience and safety concerns.
- Imagined Actions: Consumers may continue to shop online, leading to the growth of e-commerce. Businesses should invest in user-friendly websites and mobile apps.

Sustainability Awareness:

Observed Behavior: Growing interest in sustainable and eco-friendly products.  
Imagined Actions: Consumers may actively seek out sustainable options, influencing businesses to adopt eco-friendly practices and products.

Remote Work Adoption:

Observed Behavior: Widespread adoption of remote work arrangements.  
Imagined Actions: Consumers may invest in home office equipment, and businesses may offer more flexible work options to cater to this trend.

Fear of Uncertainty: Economic instability, health crises, and global events can lead to fear of an uncertain future. Consumers may cut back on spending or prioritize savings and financial security.

Health Anxiety: Concerns about personal health and safety, especially during pandemics, can influence purchasing decisions. Consumers may avoid crowded places or prioritize health-related products.

Financial Stress: Economic challenges, job insecurity, and debt can cause financial stress. Consumers may become more price-sensitive, look for discounts, or delay non-essential purchases.



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?

