



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?

Monitor platforms like Yelp, Google Reviews, and industry-specific review sites for feedback on your offerings. Pay attention to both positive and negative comments to gauge customer sentiment and pinpoint areas for enhancement.

Conduct surveys to directly ask customers about their experiences, preferences, and suggestions. Look for patterns in responses to understand what aspects of your products or services are resonating with them and where improvements are needed

Directly ask customers about their wants, needs, and aspirations through surveys and feedback forms. Inquire about their desired features, improvements, and what they hope to achieve with your products or services.

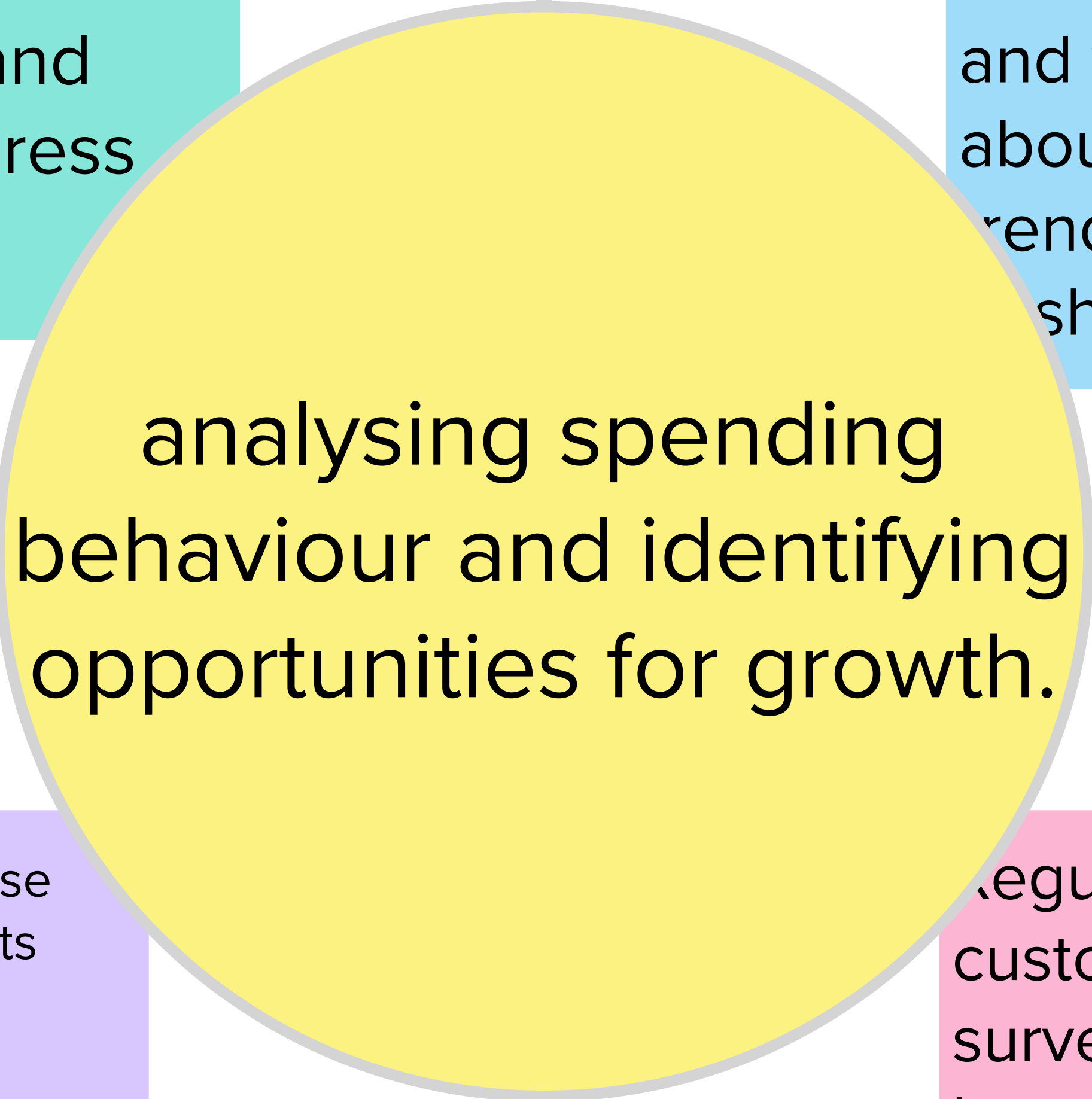
Conduct one-on-one interviews or focus group discussions to explore customers' deeper motivations and aspirations. This can reveal insights that quantitative data might not capture.

Use social media monitoring tools to track mentions, comments, and conversations related to your brand. This can reveal unfiltered opinions and trends in real time.

Analyze customer service interactions, whether through phone calls, emails, or chat. Identify common pain points, inquiries, and complaints to address them proactively.

Monitor conversations on social media platforms to gain insights into what customers are talking about, their aspirations, and what they're excited about. Pay attention to trends, discussions, and hashtags.

Analyze content created by customers, such as reviews, photos, videos, and blog posts. Look for recurring themes, emotional expressions, and personal stories that highlight their dreams and desires.



Collect relevant data on customer spending behavior. This can include transaction records, purchase history, demographic information, geographic location, and any other relevant data points

divide your customer base into meaningful segments based on common characteristics like age, gender, location, buying frequency, and average transaction value. This segmentation helps you tailor your analysis and strategies for different customer groups.

regularly engage with customers through surveys, feedback loops, and social media interactions to stay attuned to their evolving wants, needs, hopes, and dreams.

Conduct ethnographic research by observing customers in their natural environments. This can provide deeper insights into their behaviors, motivations, and dreams.

Identify customers who have stopped making purchases. Understanding why customers churn can provide insights into areas of improvement in your products, services, or customer experience.

Implement strategies based on your findings and closely monitor their impact. A/B testing and other experimentation methods can help refine strategies and measure their effectiveness

Focus on building long-term relationships with customers. This involves consistently meeting their needs and aligning with their aspirations over time.

Map out the entire customer journey and identify touchpoints where customers express their desires, needs, and dreams. Tailor these touchpoints to resonate with their emotions.



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?