



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?



*They prefer
branded
products in their
preferred
flavors.*

*They wanted
quality products
under
compromise
price.*

*Most the people are do
one thing and say
another and, you want to
understand more with
them.*

*Most
people
thinks
which
product
is right for
them.*

*Budget is
something they
can afford
or ignore.*

*Some
people
buy things
depending
on the season.*

*The mostly want
good quality products
at affordable
prices.*

*The right
products in
right season
times.*

*They wanted
the products they
would buy to be
readily available*

*They don't
want to feel
like the product
is a waste of
money.*

*Even branded
products can be
bought at
affordable
prices.*

*They feel which
product was
effective and
healthy.*



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?