



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?

Sharing opinions about product quality and value for money.

Expressing excitement about finding great deals.

Talking about budget constraints and financial goals.

Discussing the influence of advertisements on their spending choices.

Evaluating the long-term impact of spending decisions.

Concerns about personal finances and budgeting.

Thoughts about finding good deals and discounts.

Considering whether purchases align with personal values.



Researching products and comparing prices before buying.

Seeking out reviews and testimonials for validation.

Making shopping lists to stay organized and avoid unnecessary purchases.

Following brands and influencers on social media for updates

Excitement about the prospect of new purchases.

Feeling proud of making informed and wise spending choices.

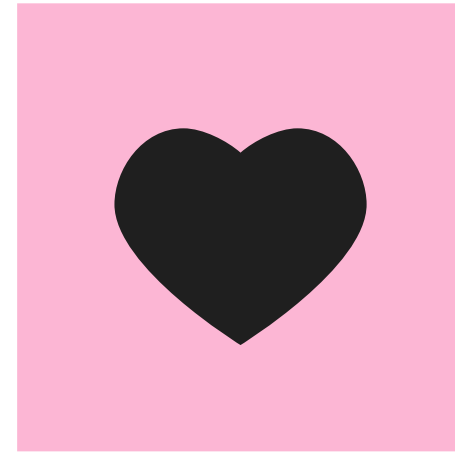
Experiencing satisfaction when finding products that meet their needs.

Concern about missing out on deals or opportunities.



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?