



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?



Bhuvanesh

Short summary of
the Bhuvanesh

I receive a lot of emails daily, so it's important that they stand out.

I usually check my emails on my phone, so they need to be mobile-friendly.

I prefer emails that are personalized and relevant to my interests.

I get frustrated with generic, one-size-fits-all emails.

I want to quickly understand the value of the email and what action I should take.

"I appreciate when a brand understands my preferences and needs.

Skims through emails to decide which ones to open.

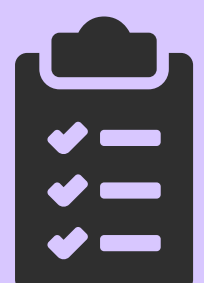
Responds better to emails with clear calls-to-action.

May unsubscribe if the content is not relevant or too frequent

Appreciates when a brand shows genuine interest in their needs and preferences.

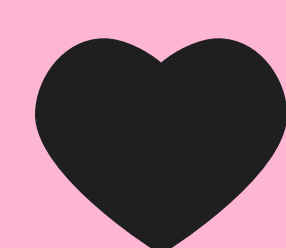
Gets annoyed by spammy or pushy emails

Enjoys being rewarded for loyalty or engagement with a brand.



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?