



Says

What have we heard them say?
What can we imagine them saying?

how are they
marketing
their
offerings?

how the
popular
companies
have started
growing high?

which
brands are
growing
and why?

what do you
think about
preventing
company
from failure?

Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



why is
consumer
behavior
important?

why are
sometimes
the sales
was low?

why the most
of the people
purchasing
the market
trends?

why the seller
wants to
understand
customer
experience?



by searching
the Market
surveys in
internet

by reading
the article
in google.

discussed
with the
team
members

by searching
the
websites in
google

developing
well
thought
marketing
plans

analyse
external
factors that
could impact
your business.

figure out
customer
expectation
and needs

Redesign
your
products



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?

