



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

whether raw
materials are
fresh?



whether raw
materials are
available?



sufficient
seller staffs
to guide
customer



always fresh
raw materials
available in
stock



What do they
SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

good
comments and
reviews once
customer
satisfied

frequent visit
once they
feel satisfied



PAIN

fears
frustrations
obstacles

lots of
goods -
difficult to
select

fear of
insufficient
stock



GAIN

"wants" / needs
measures of success
obstacles

Good quality



Cheaper
rate



raw
materials are
fresh



raw materials
are available
all time



What do they
HEAR?

what friends say
what boss say
what influencers say

customer
satisfied

