



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?

I want to know which products are selling best so I can stock more of them.

I want to know when my peak sales periods are so I can prepare for them.

I'm worried about overstocking products that don't sell well.

I'm worried about missing out on sales during peak periods.

I want to know what my customers want so I can market to them more effectively.

I want to be sure that the sales product is of high quality

I'm worried about not marketing to my customers in a way that resonates with them.

I'm worried whether the product is durable and reliable.



Collects sales data from a variety of sources

Enters data into a spreadsheet or database.

Overwhelmed by the amount of sales data I have to analyze.

Frustrated when I can't find the insights I need.

Creates charts and graphs to visualize the data.

Looks for patterns and trends in the data and gain insights.

Satisfied when the particular product meets their needs.

Excited about finding a great product at greater price.



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?