



Says

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

I must have
a good skill
of rice
always

i want to
know when
prices drop

Buying
snacks for
school is
important.



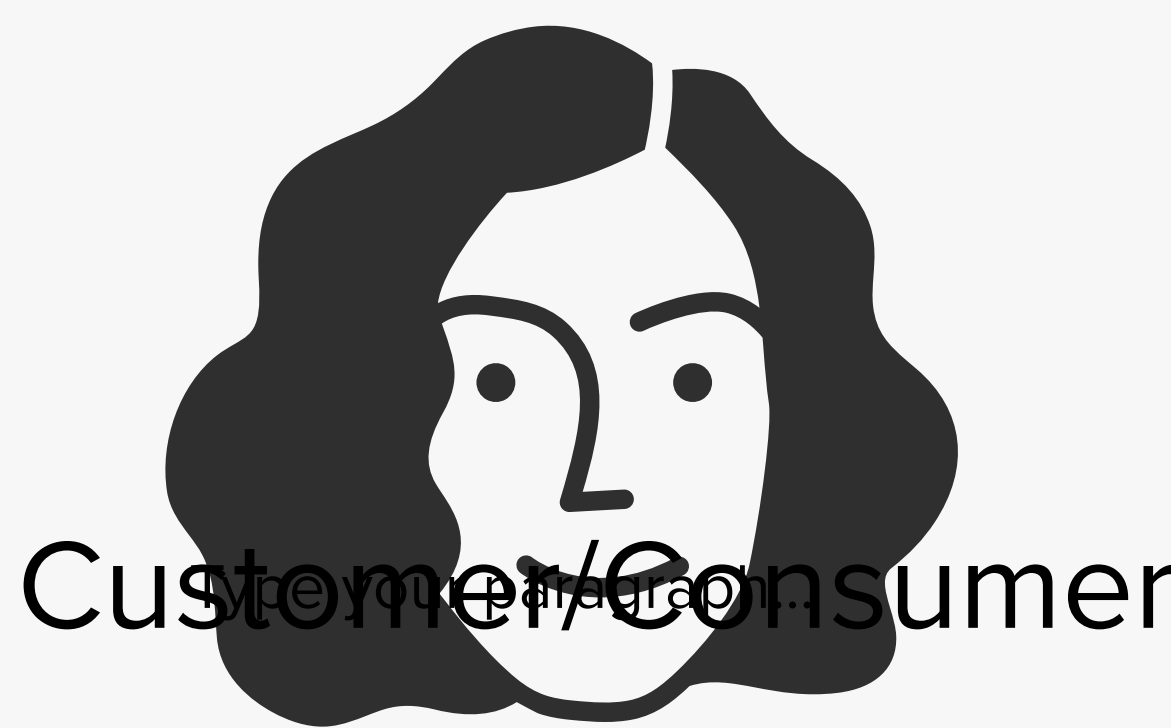
Thinks

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

Buy best
deals of the
day.

Should use
coupons to
save money

Place the
order in the
morning
which stock n
fresh.



Customer/Consumer

Unveiling Market Insights

Analysing spending
behaviour and
identifying
opportunities

Checks with
friends
about the
prices.

Downloads the
best online
purchase
online
purchase app.

Allocates
budget for
buyng.

Compares
brands and
studies
ingredients
before purchase.

I saved a lot
of time.

Big saving of
money.

No need for
shopping
list.

Last minute
shopping is
also
possible.



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?