

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 need to buy gifts for my children and relatives"

"I appreciate if the store provides good deals on high quality stuff."

"I wonder if walmart has latest trends."

"I hope to find gifts that are useful to my children."

"I appreciate if the store has wide range of varieties on each product."

"I hope I can find a staff member to help me locate items quickly."

Always checking the expiry dates and warranty when purchasing

> Makes a shopping list to stay organized and focused.

de Gains

Satisfaction due to onestop shopping.

Delighted with the exceptional value on highquality items.

Diverse range of products gives options to choose from.

reduce my expenses by taking advantages of discounts.

I am able to

Pains

Difficulty in finding specific items

Kavitha

A parent with two college-age kids.

> Limited staff availability leading to reduced customer service

Crowded stores and long checkouts.

Potential price inflation on festive products.

Relief that they managed to buy everything on their check

"Will I be able

to manage the

expenses for

both gifts and

necessities."

"I want to buy

products that

doesn't expire

affordable

prices."

quickly and have

Frustration when navigating crowded stores and long lines.

list.

Compares prices of products with other retailers.

Checks online for weekly ads and promotions before going to the store.

Feels anxious about managing their holiday budget.

Happy that they bought the gifts at affordable prices.

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?



