



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?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

What behavior have we observed?
What can we imagine them doing?



Customers have expressed concerns about the drability of our products

Customers may want products or services that simplify their lives or products convenience.

Such as smart home devices or time saving app.

Individuals often hope for personal growth,finanacial success,and fulfilling life.

The perception of limited availability or time-sensitive offers can drive immediate action emotional story telling and branding can strong influence behavior.

People may say they'd be more inclined to purchase if we offer longer warranties

Heard many clients have praised our customer service for its responsiveness and helpfulness

Customers often abandon their online carts without completing the purchase

Website visitors frequently spend a significant amount of time on the product comparison page

Customers may fear economic downturns,job loss,leading to anxiety about spending money.

Building trust can foster feelings of confidence and loyalty.

Capitalizing on this seasonal demand by planning marketing campaigns

Enhancing the product comparison featuresand providing detailed information

Frustration and anieity can arise if customers worry about the reliability.