



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?

They are interested in finding better value for their money

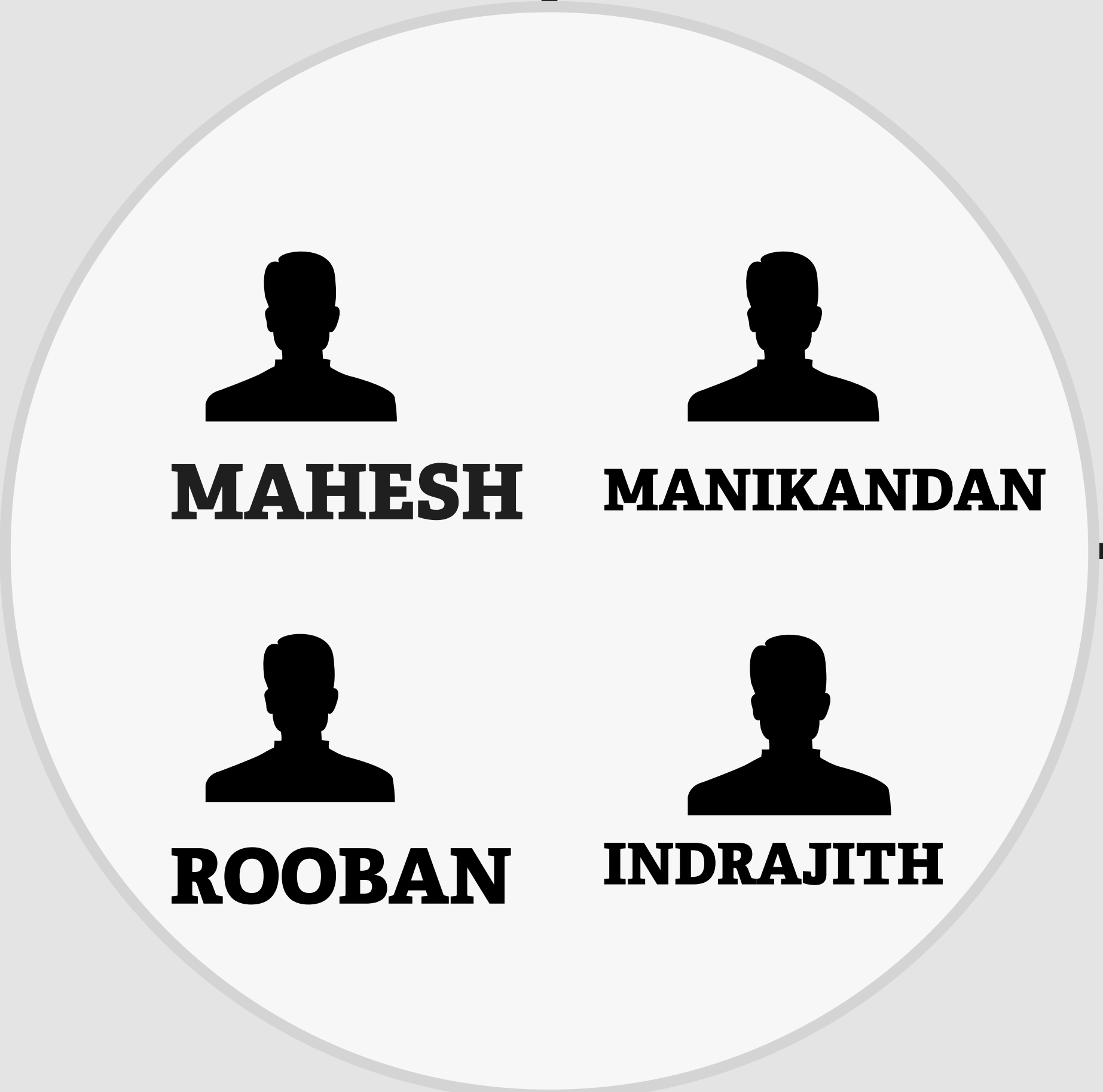
How can they anticipate market trends before they happen?

They want to understand where their money is going

They are open to discovering new products/services

They are worried about whether they overspending in certain areas?

They need to find a way to stand out in a competitive market



Researches products and services online before making a purchase

Curious about how they compare to others in their spendings habits

Explores new tools or software to improve data visualization and analysis

Compares prices and reads reviews to make informed decisions

Confidence in decision making based on market insights

Excitement about the potential to save money and identify growth opportunities



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?