



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?

A Combination of  
Gaining insight from  
data using specific  
techniques, and  
performing tasks to  
identify the needs  
of a business

Assess how  
organisations are  
performing and  
help them improve  
their processes  
and systems

The layout of a  
store, music,  
grouping and  
availability of  
products, pricing,  
and advertising

Psychological, social, cultural  
and economic factors.

Become an  
inspiration to  
others. Master  
a difficult skill.

identifies trends or  
patterns,  
opportunities for  
improvement, causal  
relationships, and  
more



Unveiling Market Insight Analysing Spending Behaviour and identifying

The result of  
something called a  
mental workplace a  
neural network that  
coordinates activity  
across multiple  
regions of the brain

Hiring the  
right people,  
developing a  
customer  
base.

Sitting down,  
standing  
up, speaking,  
whispering,  
yelling, or writing

When a person  
contemplates the  
smell and taste of  
a lemon without  
either seeing or  
tasting the fruit

Lack of domain  
knowledge, life  
experiences  
family, culture, friends, life  
events.

Physical factors age,  
health, illness, pain,  
influence of a  
substance or  
medication. Personal  
and emotional factors  
Personality, beliefs.



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?

[See an example](#)