



**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?

how are they marketing their offerings?

how the popular companies have started growing high?

why is consumer behavior important?

why are sometimes the sales was low?

which brands are growing and why?

what do you think about preventing compasny from failure?

why the most of the people purchasing the market trends?

why the seller wants to understand customer experience?



by searching the Market surveys in internet

by reading the article in google.

developing well thought marketing plans

analyse external factors that could impact your business.

discussed with the team members

by searching the websities in google

figure out customer expectation and needs

Redesign your products



**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?