



Says

What have we heard them say?
What can we imagine them saying?

wide
audience
reach

relevent
audience is
high

drive
excitement
and sales



aloha accessories

Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



growing
sector in
indian
economy

develop
strategies

beauty of
jewels

high
competition

allow them
to follow

explore
feed to
discover the
trends

wide
audience
reach

effective
story telling

partner with
influencers

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](#)