



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?

Will the product be available regularly

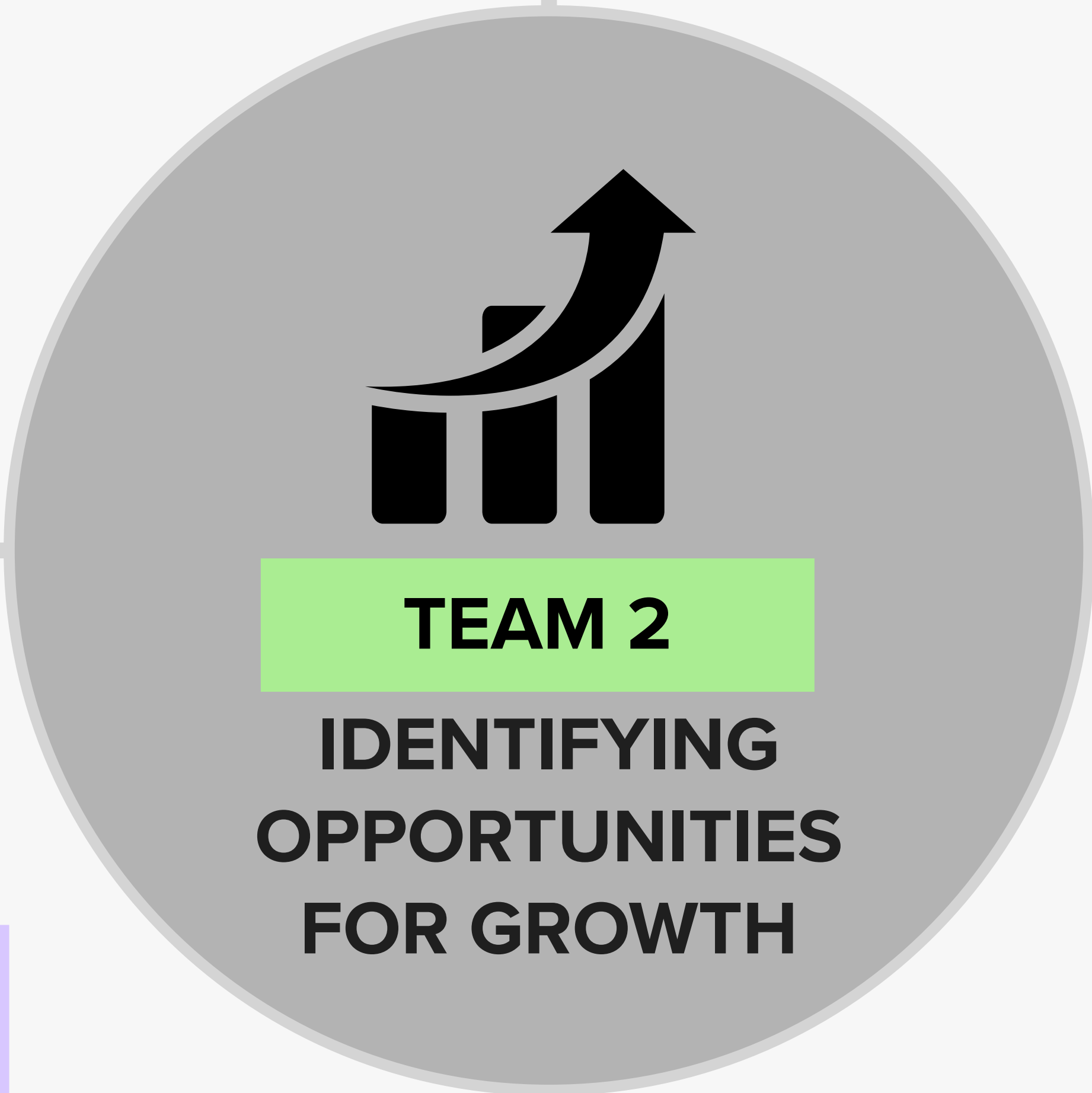
Is the quality maintained

How many consumer are using the product

Is it hazardous

Is it economic

Is it competitive



Break customer into segment

Identify selling point for each segment

Check the number against the qualitative make change accordingly

Expensive

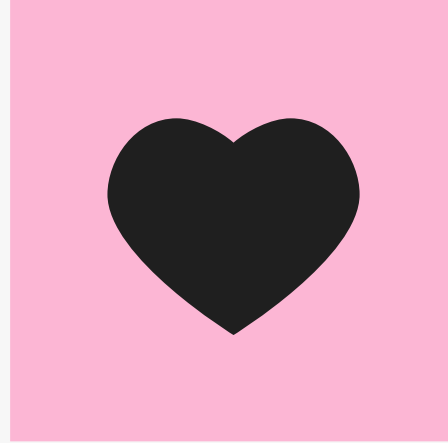
Good quality

Update regularly with new 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?