



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?



Money should be invested wisely in marketing

hope to find ways to save money while still enjoying life.

understanding the customer choice.

* Find it hard to resist online shopping, especially during sales.

Minimize unnecessary expenses to fullfill my travel goals

Invesment should protect the future is well.

business app contribute to a healthy planet.

Environmentally friendly and sustainable products should be paid more.

control impulse spending and save more.

Attends financial planing seminors and monitors stock market trends.

Frustrated by limitations on spending due to financial constrains.

Keep track of receipts and checks bank statements regularly.

Researches travel deals and compares prices before making a purchase.

Buys from brands known for their sustainability efforts and avoid single use plastics.

Worried about making wrong invesment choices and losing money.

Anxious about overspending and unsure financial choices

Cunsumers are concerned about long team environmental impact

Add items to the cart but waits a day before finalizing the purchase.

Guilty after making unnecessary purchases and worried about debt.



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?