



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?



Marketing
Employees

Understand what professionals express during field visits regarding their digital marketing efforts, challenges, and successes.

Note what professionals say during field visits regarding digital marketing strategies and observe their actions.

Understand what professionals share during on-site interviews regarding their digital marketing strategies, challenges, and goals specific to field operations.

Understand the mindset and emotions of individuals involved in digital marketing—consider challenges, aspirations, and their perception of current strategies.

Delve into the thoughts and considerations of professionals regarding the effectiveness of their current digital marketing strategies.

Delve into the thoughts and considerations of individuals regarding the alignment of digital marketing strategies with the unique demands and dynamics of field visits.

Observe the actions and behaviors of individuals engaged in digital marketing activities during on-site interviews.

Observe the actual steps and activities professionals undertake in implementing digital marketing initiatives during field visits.

Observe the actual steps and activities professionals undertake in implementing and managing digital marketing campaigns while working in the field.

Explore the emotional aspects tied to digital marketing experiences in the field—uncover how professionals feel about the impact of digital strategies on their on-site work.

Explore the emotions and sentiments tied to digital marketing experiences, uncovering frustrations, joys, or uncertainties.

Explore the emotional aspects tied to digital marketing experiences—uncover frustrations, excitement, or concerns expressed during interviews.



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