



Says

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

"I want a seamless and fast website experience."

"I need insights into user behavior and website performance."

"I need data to measure the success of our marketing campaigns."

"I require detailed data for analysis."



Thinks

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

"I hope this website provides me with the information I need."

"I want to optimize the site for better conversions and user engagement."

"I want to know which campaigns drive the most traffic and conversions."

"I want to spot trends and opportunities in user behavior."

THE BOYS  
MENS WEAR

Expects a user-friendly interface and a website that loads quickly.

Seeks to implement Google Analytics to gather data for informed decisions.

Annoyed when a website is slow or difficult to navigate.

Anxious about not knowing how users interact with the site.

Sets up UTM parameters and monitors campaign performance.

Delves into Google Analytics reports to extract valuable insights.

Eager to optimize marketing efforts for better ROI.

Inquisitive and data-driven.



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?