



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?



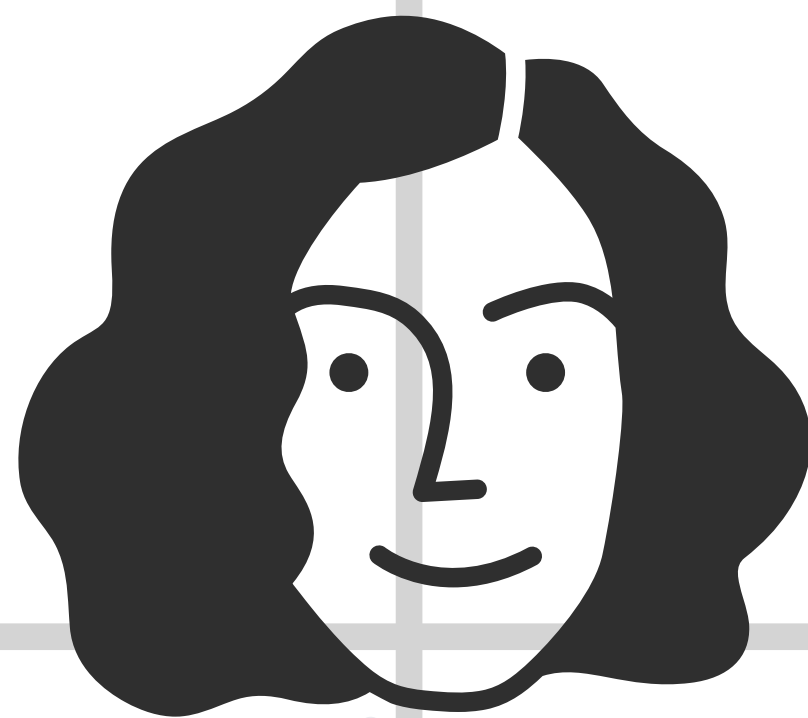
Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

What behavior have we observed?
What can we imagine them doing?



Unveiling Market Insights: Analysing Spending Behaviour
And Identifying Opportunities For Growth

"I prefer to shop online because it's more convenient."

"I always look for discounts and promotions before making a purchase."

Thoughts about their financial situation and budget.

Considerations they have when evaluating the value of a product or service.

Reflections on how their spending aligns with their long-term goals.

Statements about their shopping habits, preferences, and experiences.

Actions they take when researching products or services.

How they go about making purchasing decisions, such as impulse buying or deliberate planning.

Emotions associated with different shopping experiences, such as joy, frustration, or satisfaction.

Behaviors related to comparing prices, reading reviews, or seeking recommendations.

Anxieties or concerns about making the wrong purchasing decisions.

Emotional reactions to marketing messages or promotions.