What other thoughts might influence their behavior?



Improving or creating products.

Boosting brand health.

understanding new market segments.

> Ramani.M Roshini.A Sasikala.M Sedhu Priya.R

Petermine your data sources.

Define your business goals and desired outcomes.

Identify key audience segments.

Consumer observations.

Market research surveys.

Field trials.

Competitive analysis.

Focus groups.

Does

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



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

Personal

interviews.



