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

Thinks
What are their wants, needs, hopes, and dreams?

Why this

expensive

product is so

What is

best for

me

What other thoughts might influence their behavior?

I want

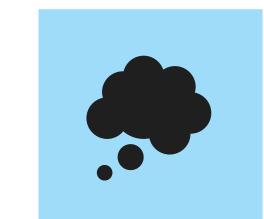
soething

awesome

Maybe his

isn"t the

best



I want something reliable

I was
expecting
different

Whether i will get discount / offer

Technology features are important to me

Whether its quality is good.

UNVEILING MARKET INSIGHTS

Checks more websites and company

Listing
pros/cons

Make small decisions

Compares
product and
their price.

Asks friends for their feedback

Confused about negative reviews

Need to

opinion

Have to

compare with

other products

ask others

Unsure who to trust

Over whelmed

Fear about quality and its price.

Anxious

Does

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

See an example

Feels

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

