



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?

"We need cost-effective sourcing of goods."

"How can we secure a reliable supply of goods?"

"We want to make a profit by selling products to end consumers."

"Understanding customer behavior is crucial for success."

"What pricing strategies will maximize our profits?"

"Connecting rural producers to urban markets is a challenge."



Procures goods in bulk at discounted rates.

Pressure to maintain profit margins.

Sells products to retailers and end consumers.

Recognizes the importance of data-driven decision-making.

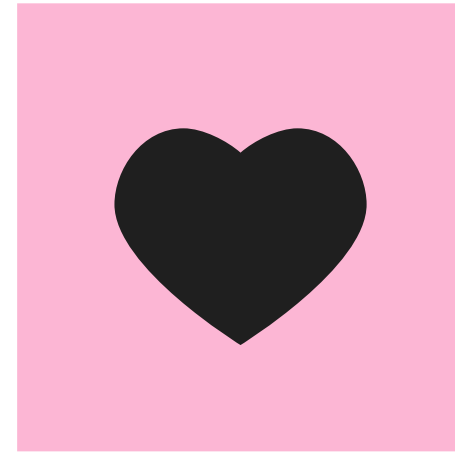
Excitement about data-driven insights.

Motivation to bridge the rural-urban divide.



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?