



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

It suits my
Specific
needs

Customization
Options

Explain
Technical
terms in plain
language

Protect my
personal
data from
cyber threats

Easy to use and
doesn't require
advanced
technical
knowledge

protecting
their
personal
data from
cyber threats

New
computer will
make their
task more
efficient

Brand's
trustworthy
can strongly
influence
their choices



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



Digital Marketing

Promote
Products

Subscribe to
newsletters
for updates
on new
products

Satisfied
customers may
share their
experience with
others

Contact
customer
care for
technical
support

Best value for
their budgets

Concers
about the
costs

Fear of data
loss due to
computer
failure

Fear of
missing out
on the latest
technology

Fear of data
loss due to
computer
failure



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?