



Says

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

What influencers say

How do they use their language.

I don't have time to waste on these things



Thinks

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

Generate and range of crazy, creative ideas

What is important and what really counts.

User think about solution to challenge

UNVEILING MARKET INSIGHTS

Appearance

Behaviours

What might they say

Frustrated when their needs are being ignored

Annoyed when can't get answers

High level of trust, excited, hope and level success



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?

See an example