Will this

product

make my life

easier?

What other thoughts might influence their behavior?

Is this ad

trustworthy

or a scam?



What are

other people

saying about

this product?

I want more discounts

I'm looking for a reliable watch

I prefer ads that are relevant to my interests



A possible buyer seeing our ad campaign in facebook

May leave a comment on ads that they find appealing

Clicks on ads that grabs their attention

Engages with posts from brand they trust

Frustated with irrelevant ads

Anxious about online security and privacy

Excited about new discounted product

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?



