



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?

I want products  
that offers good  
values for  
money

I like to try  
new products  
and  
experiences

I prefer shopping  
online for  
convenience  
and better deals

Concerned about  
making informed  
purchasing  
decisions

Value products  
that aling with  
there personal  
values

Desire convenience  
effcience and  
simplicity in thier  
shoping  
experiences



Business Marketing  
Strategy

Unveiling market  
insights

Read and ride  
reviews on  
product and  
services

Reserch and  
compare  
prices before  
making a  
purchase

Share  
recommendations  
with friends and  
familys

Seek and sense of  
belonging status or  
exclusivity through  
their purchases

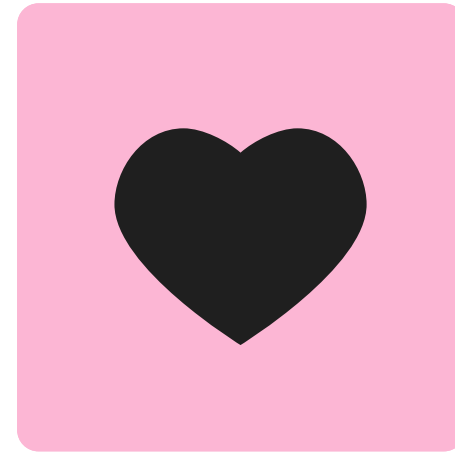
Feel excited about  
discovering new  
products or  
opportunities

feedback and  
opinions from  
other customers on  
social media gives  
bad fe3eling



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?