

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

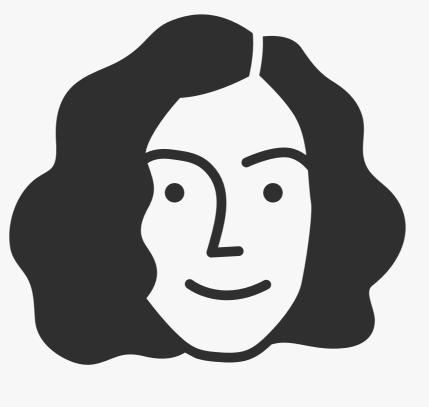
I like to try
new products
and
experiences

I prefer shopping online for conveninence and better deals

Concerned about making informed purchasing decisions

Value products that aling with there personal values

Pesire convenience efficience and simplicity in thier shoping experiences



Business Marketing
Strategy

Unveiling Market insights

Read and ride reviews on product and services

Seek and sense of belonging status or exclusivity through their purchases

Reserch and compare prices before making a purchese

Share recommendations with friends and familys

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?

