



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

Concerned about
making informed
purchasing
decisions

I like to try
new products
and
experiences

I prefer shopping
online for
convenience
and better deals

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

Seek and sense of
belonging status or
exclusivity through
their purchases

Reserch and
compare
prices before
making a
purchase

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?