

Says

What does your audience say about your product or serviceg...

Thinks What are their thoughts and concerns



This product has helped me save time and money

The reviews for this service are mixed; I'm not sure if it's right for me

concerned about the long-term cost of using this service

best solution for my specific needs

Irecommend this product to all my friends.

I wonder if the product will integrate with my existing tools.



Conducts online

research to read reviews and gather information.

Signs up for a free trial to test the product.

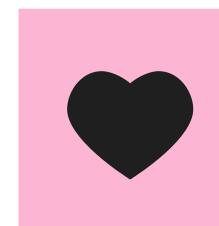
Contacts customer support with questions.

Confident: If the product has a strong track record and reviews

Anxious: About making the right decision and ensuring the product meets their needs.

Curious: About trying out the product and exploring its features.

Feels



Does

What emotions are they experiencing



