



Says

What have we heard them say?
What can we imagine them saying?

I want to make informed purchasing decisions.

I'm always looking for new products to try.

We need to understand why consumers are spending in this market.

I'm concerned about overspending on unnecessary items.

Are there any emerging trends that can drive growth?

Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



Customers want the business to provide quality service, invest in new technologies, and deliver a positive customer experience.

Customers trust the business's brand reputation, awareness, and loyalty

Customers value the business's pricing, features, and usability of its products or services.

Customers appreciate the business's products, market trends, competition, and target audience* analysis.

Customers expect the business to listen to their feedback, solve their problems, and fulfill their needs.



Customers

Researching products online.

Reading reviews and recommendations.

Provide referrals to other potential customers who might be interested in the same product or service.

Comparing prices and deals.

Tracking expenses and budgets.

Customers feel satisfied when a business provides them with a product or service that meets their needs and solves their problems.

Provide referrals to other potential customers who might be interested in the same product or service.

Customers feel trust when a business delivers high-quality products and services, has a solid brand and reputation, and responds to feedback.

Frustrated with information overload.

Customers feel empowered when a business innovates and offers new ideas, products, and services that they didn't know they needed or wanted.



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?

