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

Thinks

I need more time

Step 1: Ask your customers.

• • •

What have we heard them say?

What can we imagine them saying?

Step 2: Identify intrinsic areas of growth....

Step 3: Analyze the potential for profit....

Step 4: Assess market fit.

Unveiling Market Insights: Analysing Spending Behaviour and Identifying **Opportunities for** Growth

I want to learn more about this

> Do i really need it?

Naturalistic behavioral observation is a behavioral assessment method in which an individual is observed in his or her natural environment (e.g., home, school, work), usually in a context that is most associated with a problem behavior.

> What is imagination? It's making up things. It's manipulating what mental resources we already have to create a mental picture of something that does not exist.

1. Set out your segments

2. Gather qualitative and quantitative data on customer behavior

3. Evaluate your data for behavior insights

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?

