



Says

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

Understanding Tarket
Market and Customers
Better:
I want to understand my
target market better



I need to
know how
they spend
their money

I need to
understand
my customers
purchasing
habits .



Thinks

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



Data Driven
Desicion Making:
I need data to make
informed decision.
I am worried about
overspending on
marketing.

Identifying growth
oppoportunities :
Are there untapped
market or customerrs
segments?
How can I stand out
in a crowded market.

Understanding customers
behavior :
What trends or patterns exist
in customers spending.
what are my tarket customers
needs and wants.
How do they make
purchasing decision.

unveiling marker
insights

Confident that I can grow
my business.

This is the stating point .
The bussbusiness owner
velivees that they have a
good product aare
service that can be
successful.

This a good question
to ask. By
understanding what
your competitors are
duing, you can learn
from their successes
and avoid their
mistakes.

A bit overwhelmed by
the task at hand .

Learning more about
the tarket market is a
complex task. It
requires research ,
analysis and planning.

Conduct marketing
research this is
foundation of eny
succesful
marketting
strategy.

Interviews customers:

This a great way to get
dirct feed back from your
tarket market. it can help
ypu understand their
needs and wants, has
well has the pain point us.

Analyze spending
data.

This can be a valuable
way to understanding
your tarket market
spending habits.



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?

