



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?

dont find
customers for
your porducts,
find products for
your customers

companies
continuously strive
to identify new
growth
opportunities in
order to achieve
long -term success

strong marketing
strategies help
brands grow and
gain industry
dominance

analyze the
potential for
profit

target
market,customer
needs,integrated
marketing and
profitability

identify
intrinsic
areas of
growth

Unvelling market
insightsl:analysing
spending behaviour
and identifying
opportunities for
growth

customer
segmentation

complementary
product and
service analysis

market
research and
consumer
behaviour are
related

excited for
big profit

fear for lost
profit

enjoy the
success



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?