

## Says

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

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



**Thinks** 

Hopes reavel
your teams
expectation about
what can be
accomplished

unveiling
market insights
is the
discovery of
relevent

marketing insights reveal your innovation true target market or lack there of

insights no longer take months to produce insights validate your marketing

a suggestion
thatbb you have a
strong business
idea

dream of a busy

bustling market is

our thoughts create our feeling and our feelings drive our behaviour



Persona's name

Short summary of the persona

you can do this by starting with a question, a statistic or a story that will pique their interest

use simple
language and
visualize to
help explain
your findings

observations is the process of watching and recording consumers behaviours, actions and interactions

consumer
behaviour is
greatiy influenced
by psychological
social and
economic factors

facilitate impulse purchases because consumers are primed to take action

take time out it's impossible to think clearly when you're flooded with fear or anxiety

**Feels** 



Does

What behavior have we observed? What can we imagine them doing?

with products



What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



