



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?

The conscious activities conducted by a market actor in order to alter the current market configuration in its favor

Market Scripting

(storbacka & nenonen, 2011)



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?



UNVEILING MARKET INSIGHTS

Market Creation

"A political and social process" (humphyreys,2010)

A new market,the market-creating innovation alters the existing product-market structure of an industry (darroch&miles,2011)

Market Innovation

The temporal durability of new integrative,normative and representational practices

In general, market innovatation means altering the way in which business is done

Market Shopping

Five interrelated subprocesses in which usersmay be involved as agents

Qualifying goods,fashioning modes of exchange, configuringactors, establishing market norms and generating market representations