



**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?

Gain critical customer feedback

Understand customer inclination towards purchasing products

Make well\_informed business decision



**unveiling market insights**  
Short summary of the persona

Very useful in marketing

customer expectations

Net promotor score

benefit both parties by meeting your target audience"s needs and wants while also profiting

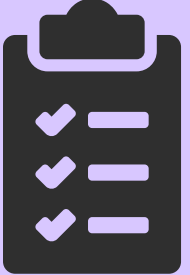
people who have purchased engaged

Acompany ability to gain marketing insights is critical

Test market demand

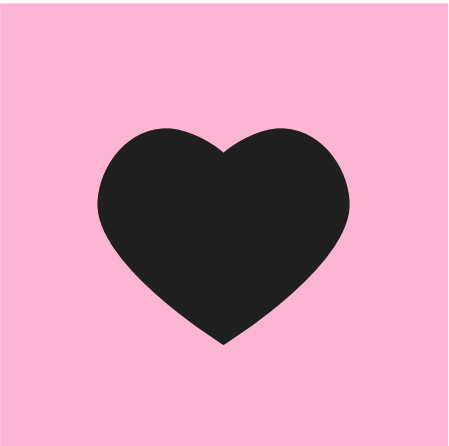
Analyzing data

Marketing trends



**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?