



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?

Acompany
ability to
gainmarketing
insights is critical

People who
have
purchased
engaged

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

Make
well_informed
business
decision

Understand
customer
incination towards
purchasing
products

Gain critical
customer
feedback



Analyzing
data

Test
market
demand

Net
promotor
score

Marketing
trends

Very useful
in marketing

Customer
expectations



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?