

## 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?

gather data

secondary

sources.

from

analyze and

interpret the

results.



Make better long term strategic decisions.

Identifying potential opportunities.

Gather data from primary sources.



## Durgasri.D

Analysing spending behaviour and identifying opportunities for growth

evaluate product or service demand.

uncover areas for further research.

identify potential marketing strategies.

identify and navigate potential roadblacks.

websites visits and views.

Social media enagement.

make better

long-term

strategic

decisions.



## 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?



