



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?

Asking them
or feedback


Consumer
problem solving
is triggered by the
the Identification
of some unment
need.

Have
confidence
in your own
value

Consider
your body
language

You need
Food, Water,
Air, Security
and so forth
wants

Cultural, Social,
Personal,
Psychological,
Situational,
Environmental,
Marketing Factors,
Personal Factors,
Family



UNVEILING MARKET
INSIGHTS
ANALYSING
SPENDING
BEHAVIOUR AND
IDENTIFYING
OPPORTUNITIES
FOR GROWTH

Persona's name

Complex
buying
behaviour

Habitat
buyin
behaviour

Customers face
uncertainty when
they buy products
for the 1st time from
a company they are
unfamiliar with.

Need
Recognition

Information
and
Alternatives
search

If They are
unfamiliar with
products
category, don't
have enough
Knoledgew

Anger, Fear,
Disgust and
Aniticipation

Dissonance-
reducing
buying buying
behaaaviourr

Evaluation
of
Alternatives

About the
attributes, or
don't have a
clear preference
to dictate their
decision.



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?