



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?

MARKET INSIGHT ARECOFUSED  
  
OR KNOWEGE OR GENEARL FEEDBACK

CONSUMER INSIGHT  
MARKET INSIGHT  
ADDRESS NOT INDIVIDUALES BUT  
PROFESSION IN FIELDS  
DIRECTILY IMPACT BY INNOVATION

CONSUMER MOBILE  
MARKETING USAGE  
AND MARKETING  
STATISTICS  
COMPLICATION TO  
INFORM YOUR DIDITAL  
MARKETTING  
STRATEGY

MOBILE  
STATISTICS  
SMART  
INSIGHT

unvilling terds  
oppertunities  
and challengs  
whitines your  
industry



mobile user  
experience

time spent  
using mobile  
media

unvilling  
market  
insight

indepth  
analysis of key  
competition  
and ther  
strategies

Watching and  
recordig what  
consumers do, say  
and feel as they  
internet with  
products, services,  
staff, and other  
coustomers

the study of  
haviore is the  
study how  
individuals make  
discision to spend  
ther availabil  
resources .time  
money effect

Economic  
social  
psychology  
anthropology  
geographhy  
tecnology

obeserving  
consumer or  
another target  
audince in ther  
natural  
enviroment



THE behaviour of  
consumer is dependent  
on a number of fect  
which may be economic  
or non economic factor  
and ars dependent  
upon economic factor  
such as income price .



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?