



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?

'we need comprehensive data and insights to understand spending behavior'.

'we want insights into consumer spending patterns to optimize our strategies'.

'identifying growth opportunities requires a deep understanding of consumer habits'.

'understanding customer behavior is essential for sustainable growth'.

'we expect businesses to cater to our needs and preferences'.

'our spending reflects our values and lifestyles'.

they design and conduct surveys together direct feedback from customers.

'Excitement about uncovering valuable insights'.

Regularly tracks and analyzes competitor activities to stay ahead in the market.

understands that analysis and strategies may need continuous refinement and improvement over time

Eager to adapt and improve business practices.

Demanding quality, value, and personalized experiences



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?

