



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?



I need to understand our customers' behavior to make informed decisions.

I believe understanding market trends will help us stay ahead of the competition.

I wish I had better insights into why our recent campaign didn't perform well.

There must be hidden patterns in our data that can explain these fluctuations

Collects data from various sources like website analytics, social media, and customer surveys.

Frustrated when data is inconsistent or hard to interpret

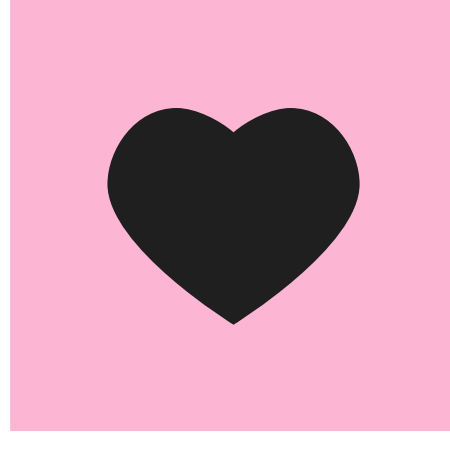
Analyzes sales figures and conversion rates to identify trends and anomalies.

Anxious about presenting findings to the senior management



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?

[See an example](#)