



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 wish i had better insights into why our recent campaign did not perform well

Our sales are dropping,and i'm not sure what's causing it.

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

I am concerned what we are missing out on opportunities because we lack accurate insights

Marketing Manager

Shares reportes and presentations with the team to present findings and suggest strategies.

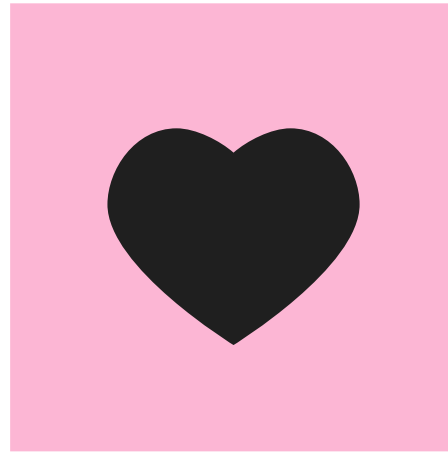
Analyzes sales figures and covertion rates to identify trends and anomalies.

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?