



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?

The market
is good or
bad

How to
find best
market

This product is
very usefull
and simply
works for
house...

But, family
financial
situation is
very low...

Browsing and
Purchaning
Behavior
different

How to
get i can
purchase?

What I
do?



Customer

Unveilling of Market

Search a
websites?

Bettter
product

The Online
shopping
better for us
budget

But,
moderately
low quality...

Compare to
whole marter
and search

Online
shopping is
better than
offline
shopping

discuss with
experienced
guys

More
expectations...no
satisfaction...



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?