



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?

An insight is defined as the discovery of a fundamental consumer need that companies can use to create value for the customer and the business

Getting to a level of understanding about what customers really want requires the ability to understand what motivates consumers, as well as how they shop and make decisions.

Getting to a level of understanding about what customers really want requires the ability to understand what motivates consumers, as well as how they shop and make decisions.

A Fair Price,
A Good Service,
A Good Product,
To Feel Valued.

Unique experience, service,
Social responsplity,
Value isn't just about price.

Cultural, social, personal, and psychological traits greatly impact consumers' buying behaviour and the ultimate purchase decision.



Persona's name
Short summary of the persona

The researcher becomes actively involved in he group or environment being studied.

Every company has a unique tale to tell,and fundamental analaysis is your key to unlocking its narrative

The researchers define specific behaviours ,events or criteria to observe and record .

Few services involve more-intence emotions.A cancer diagonosis is life changing

Their delivery of high-emotion services was a primary factor in their selection for the study

In some cases,happiness is defined as feeling excited.and in another cases,happiness is defined as feeling calm



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?