

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?



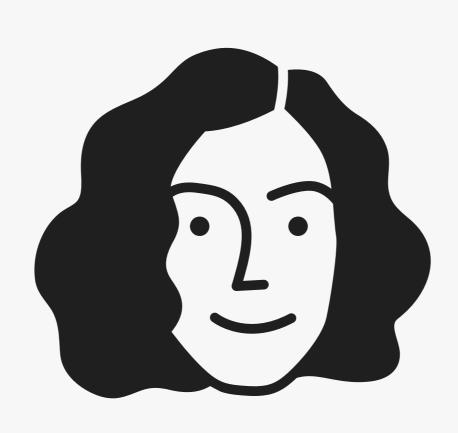
Getting to a level of understanding about what customers really want requires the ability to understand what motivates consumers, as well as how they shop and make decisions.

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

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

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Unique experience, service, Social responsiplity, Value isn't just about price. Cultural, social, personal, and psychological traits greatly impact consumers' buying behaviour and the ulitimate 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 feeeling
calm



Does

What behavior have we observed? What can we imagine them doing?







