



Says

What have we heard them say?
What can we imagine them saying?

Customers are becoming more price-conscious.

Attend market research conferences and workshops.

Conduct surveys and interviews with consumers.



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Curiosity about emerging market trends.

Conversations about changing consumer preferences.

I want value for my money.

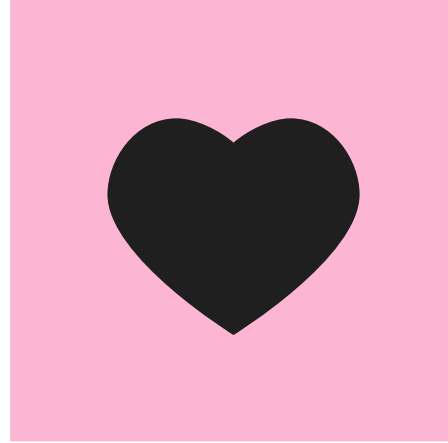


Unveiling Market Insights:
Analyzing Spending Behavior and Identifying Trends

Concern about understanding consumer behavior.

Excitement about discovering new opportunities.

Frustration when prices are too high.



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

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

Customer feedback and reviews.

They compare prices online before making purchases.

Share findings and insights with colleagues and stakeholders.