



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?

Collect direct quotes from customers about their recent purchases and their reasons behind those choices

Understand their thoughts on pricing,value, and quality.

Conduct surveys or interviews to directly ask customers about their spending preferences, what influences their decisions, and what improvements they desire in their shopping experiences.

Pay attention to customer reviews and comments on social media platforms to understand what they are openly discussing regarding their spending.

Understand what customers are thinking,their concerns, and what they expect from your offering.

what are the thoughts that might be going through your customers mind when they consider your product? what are their concerns, doubts,or expectations?

Unveiling market insights :
Analysing spending behaviour and identifying opportunities for growth

observe their purchasing actions and frequency.

What actions does the customer take when considering a purchase? Do they compare prices, read reviews, or seek discounts? Analyze their behavior leading up to a purchase.

identify the actions and behaviours customers take when using or considering your product.

Explore emotions tied to their spending experiences

Understand the customer's emotions related to spending.

Are they excited, cautious, or indifferent? How does their emotional state impact their buying decisions?



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?