



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?

SAYS...

I want products that offers good values for money

I like to try new products and experiences

I prefer shooping online for conveninence and better deals

THINK---

Concerned about marking infirmed purchasing decisions

Desire convenience efficiency and simplicity in thier shopping experiences

Values products that aling with their personal values

BUSINESS MARKETING
UNVEILING MARKET INSIGHTS

DOES---

read andwrite reviews on products and services

share recommendations with friends and family

Research and compare prices before making a purchase

FEEL---

seek a senseof belonging status or exclusivity through their purchases

Feel excited about discovering new products or opportunities

Feedback and opinions from others customers on social media gives bad feelings



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?