



**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?

I want products that offers good values for money

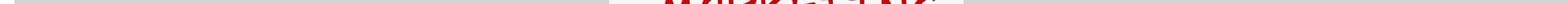
ilike to try new products and experiences

I prefer shooping online for conveninence and better deals

Concerned about marking infirmed purchasing decisions

Values products that aling with their personal values

Desire convenience efficiency and simplicity in thier shopping experiences



**BUSINESS MARKETING**  
UNVEILING MARKET INSIGHTS

read andwrite reviews on products and services

share recommendations with friends and family

Research and compare prices before making a purchase

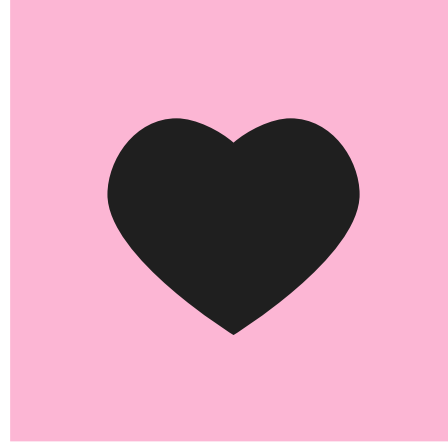
seek a senseof belonging status or exclusivity through their purchases

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?