



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?

Market research enables you to uncover customer preferences and expectations.

Seventy-seven percent of marketers want to play ads right before people sleep to influence dreams and 39% of consumers are into the idea

Marketing research is defined as any technique or a set of practices that companies use to collect information to understand their target market better.

Market research provides critical information about your market and your business landscape. It can tell you how your company is perceived by the target customers and clients you want to reach.

Understanding Your Target Audience: The First Step to Success.
Evaluating the Market Landscape: Discovering Opportunities and Gaps.
Validating Your Business Idea: Minimizing Risks

Emotions are the secret sauce that unveils consumer minds. Attitudes towards products and brands also play a crucial role in shaping consumer habits. Perception also plays a significant role in designing marketing strategies



Persona's name

Short summary of the persona

Market trends are the whispers of the business world, gently guiding us towards new horizons and untapped potential. To seize these golden opportunities, we must first learn to decipher the messages encoded within these trends.

When it comes to retail, managing inventory is both an art and a science. Many retailers find themselves battling the fear of overstocking or understocking products. The prospect of losing sales due to unavailable items or tying up capital in excess stock can be anxiety-inducing.

Imagine you're a tech entrepreneur, and you notice a surge in the adoption of smart home devices. This market trend indicates a growing demand for interconnected living spaces. By identifying this trend, you can tailor your product line to cater to this demand, unveiling a range of smart home solutions that capture the hearts of consumers.

the process of watching and recording consumers' behaviors, actions, and interactions with products or services in a natural or controlled environment.

Staying competitive in a cutthroat retail landscape can trigger fears of engaging in price wars that erode profit margins. The pressure to match or beat competitors' prices while maintaining quality can lead to sleepless nights for retailers.

the power to influence customer behaviour by creating persuasive messages that evoke emotions, cause customers to react, and shape how they think about products or services.



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?