



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?



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?



Listen to customer feedback, reviews, and social media conversations.

Pay attention to what customers are saying about their preferences and pain points.

Try to understand the thought process behind their positions.

Research their thoughts about your industries, competitors and your brand.

We want to know the thought of the customer about our service.

Enhance product offering.

Reviewing about the quality of the product.

What are they saying about product.

By leveraging this information business can create targeted marketing campaign improve customer experience

The product should be affordable prices for the customers and it should be satisfied.

Analyze their actual behavior's such as what they buy, how frequently and through which channels.

Identify any behavioral patterns or trends that emerge

Grab customer emotions and sentiments related to your brand and offerings.

understand how customers emotionally connect with your products.

They attend industry conferences to stay updated.

How do they feel when interacting with other brands.

How they make the purchase decisions.

Analyzing the spending behaviour of customers, manufacturer and retailer.

Do they satisfied about your brand quantity and quality.

By understanding the health of the customers we can modified the product in a healthy way.