

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?

computer is too slow and outdated

didn't

understand

all the

technical

jargon

computer that suits my specific needs

Customization options

explain technical terms in plain

computer's security

language

trust this brand for quality and service?

protect my personal data from cyber threats

reliable, performs well, and doesn't break down frequently

computer at a reasonable price, potentially with discounts or promotions

easy to use and doesn't require advanced technical knowledge

secure, protecting their personal data from cyber threats

expert advice to help them choose the right computer for their specific requirements

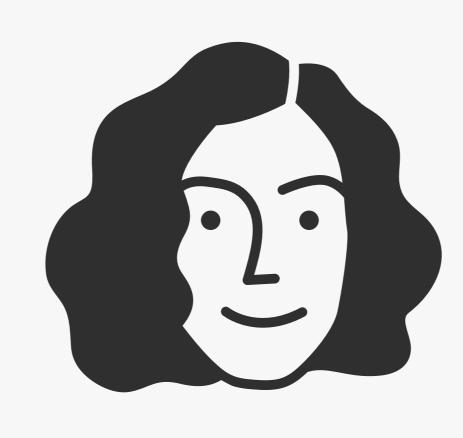
need information and education about the latest technology and features

Some dream of owning cuttingedge technology that keeps them at the forefront of innovation

New computer will make their tasks more efficient and enjoyable

brand's trustworthiness and reputation can strongly influence their choices

Current technology trends and developments may sway their choices toward the latest and most popular options



DIGITAL MARKETING

Customer expectation for new product and services

Many potential customers conduct extensive online research to compare computer brands, features, and prices

Customers often read product reviews and testimonials to assess the experiences of others

Customers frequently compare different models and brands to find the best value for their budget

Satisfied customers may share their experiences with others and recommend your services

Customers get frustrated with slow and unresponsive computers that hinder their productivity

Frustration arises when technical information is communicated in a way that's hard to understand

Lengthy wait times for customer support or service can be a major source of frustration

Concerns about the cost of the computer and related expenses may lead to anxiety about budgeting

Anxiety may arise when they're unsure whether they can trust a brand or service provider

Anticipation of getting a new, powerful computer can drive purchase decisions

Customers may feel empowered when they receive the necessary knowledge and support to make informed decisions

Positive experiences with a computer or service can lead to customer satisfaction and loyalty

Some might choose to customize their computer orders to match their preferences

Those facing issues or needing technical assistance may contact customer support for help

subscribe to newsletters for updates on new products and promotions

Customers frequently compare different models and brands to find the best value for their budget

Customers fear their personal data might be at risk, leading to concerns about hacking, identity theft, and privacy breaches

The fear of encountering technical issues or software/ hardware failures is common

The fear of missing out on the latest technology or a better deal may drive impulsive decisions

The fear of data loss due to computer failures or security breaches can be significant



Does

What behavior have we observed? What can we imagine them doing?



What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

