



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?

**Emotional Responses:**  
Consider the emotions that your audience might experience when interacting with your product. Are they excited, relieved, satisfied, or hesitant?

**Direct Interactions:** If you've had direct conversations with customers, think about the questions they asked, the problems they discussed, and the language they used.

**Customer Feedback:**  
Pay attention to feedback from customer support channels, reviews, surveys, and social media.

**Customer Surveys and Interviews:** Conduct surveys or interviews with your target audience to directly ask them about their preferences, pain points, aspirations, and what they value in a product or service.

**Market Research:**  
Analyze existing market research data and reports to understand trends, customer demographics, and psychographics (such as lifestyle, interests, and values).

**Social Media Listening:**  
Monitor social media platforms to see what people are talking about, their complaints, desires, and even how they interact with competitors' products or services.



Managing Director

**Website Interactions:**  
Use web analytics to understand how users navigate your website. Look at which pages they visit, how long they stay, and where they drop off.

**Upgrading or Cross-Selling:** Consider customers upgrading to higher-tier plans or purchasing additional products/services as their needs evolve.

**Customer Service Inquiries:** Pay attention to the questions and concerns customers raise with your customer service team. This can highlight areas where clarity or support is needed.

**Fear of Making Mistakes:** People often worry about making the wrong choice, especially when it comes to significant purchases or decisions.

**Decision-Making Anxiety:** Too many choices or unclear decision criteria can lead to decision-making paralysis and anxiety.

**Inefficiency:**  
Customers can be frustrated by inefficient processes, slow response times, or cumbersome experiences.



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?

[See an example](#)