



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?

identify
customer
needs

be
observant

Enable
bussiness
exoansion.

stay ahead
of
competition.

Read articles
to identify
promising
trends and get
new ideas.

Become an
expert



unvelling market

identifying
opportunities for
growth

Understand
costumer
spending
patterns

preference
and trends
across various
dimension

Market
penetration

Marketing
expansion

Product
expansion

Improve the
product
offerings



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?