



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?

Unclear
return and
Guarantee
policies

Expanding
advertising
strategy,or
something
different

How do you
plan to
make a
product?

What are
the primary
risk of your
product?

How the
product is
gripped?

Still an
emerging
product

Which type of
product to focus
on creating or
expanding in
the future?

What are the
developing
strategies for
you marketing
business?

Unveiling market insights:
Analysis spending behaviours
and identifying opportunities
for growth

Offer small
gifts

Direct
competitor
Analysis

Anxious

Fear

Diversification
Analysis

Offer small
gifts

Technical
error

unsure who
to trust

Purchase
Situation
Analysis

Foreign
Market
Analysis

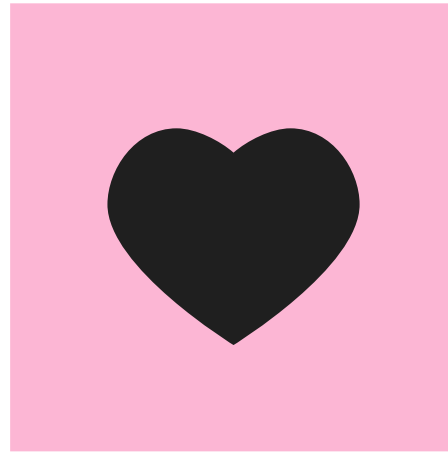
Excited

Lack of
security



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