



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?

Market insights can help us make informed decisions

I want to understand my customers spending habits better

What if we could spot trends before our competitors do?

Are there patterns in customer spending that we are missing?



Identifying growth opportunities is crucial for our business expansion

Growth might come from tapping into undeserved market segments

Market Insights

Collects data on customer purchases

Curious about hidden insights in the data

Anxious about the complexity of analysing spending behaviour



Conducts surveys or focus groups to gather customer opinions



Explores data analysis tools and techniques

Brainstorms strategies to leverage identified growth opportunities

Excited about discovering new business avenues



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?