



**Says**

What have we heard them say?  
What can we imagine them saying?

I want products that offers good values for money

I prefer shopping online for conveninence and better deals

Read and witre reviews on products and services

Research and compare price before making a purchase

I like to try new products and experience

share recommendations with friends and family



**Does**

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

business marketing strategy



**Thinks**

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

concerned about making informed purchasing dsecisions

Value product that aling with their personal values.

Desire conveninece efficiency and simplicity in their shopping experiences

seek asense of belonging status or exclusivity through their purchases

feel excited about discovering new produts or oppuritunies

Feedback and opinions from other customerson social meida gives bad feelings



**Feels**

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

[See an example](#)