

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

Does

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

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

business marketing strategy

share recommendations with friends and family

I like to try

experience

and

new products

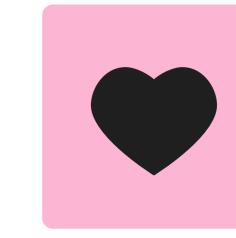
feel excited about discovering new produts or oppuritunies

seek asense of belonging status or exclusivity through their purchases

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