



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?

- insights drive new ideas, thinking behavior within company.

- matter turn consumer pain points or problems into opportunities.

- focus more on what enduring to change.

key for industry developement

increase revenue

anticipate market changes

UNVELING MARKET INSIGHTS

product types, applications, and other segments we should increase.

we should increase the analysis of the research works of companys

meeting our target and audiences needs and wants while profiting.

global market growth is anticipated to rise at considerable rate during current year to forecast period.

a comprehensive analysis for major market palyers

new collabrative product launchers acquistions



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?