



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?

Marketing is all about strategy.

They think about the quality of the product.

There are lot of opportunities for growth in marketing

It depends on the product, place, price and promotion.

They care about the price of the product.

They think about the brands that meets most of their needs



Unveiling market Insights
Customers

They made case studies and statistics about the product.

Confused.

They consult with other experienced persons.

They spend their money on the best product.

Excited

Overwhelmed



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?