



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

Says



Thinks

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

UNVILING PAPAIN MARKET
INSIGHTS
TRENDS,OPPOTUNITIES,AND
COMPETITIVE

The discovery of a
relevent, actionable
and previously
unrealized reality
about a target
market as the result
of deep, subjective
data analysis

BRAND
AWRENESS

PROBLEM
DISCOVERY

Marketing insights are
collections of data
that provide
marketers with
valuable information
on the wants and
needs of the brand's
target demographic.

Changes in
technology

SOLUTION
SEEKING

FURTHER
EDUCATION



Persona's name
Short summary of
the persona

Unstructured observation unlike
structured observations, this
method involves observing a
sitution without predefined
categories or criteria. it allows
the researcher to capture
unexpected behaviours or
interations that might not be
anticipated. this approach is
often used in exploratort
research

*The researcher becomes actively
involved in the group or environment
being studied. This may involve
participating in activities, building
rapport and gaining an insider's
perspective. This method is common in
ethnographic studies and cultural
anthropology*

Industy
associations
often supply
reasearch
data

understanding
the solution

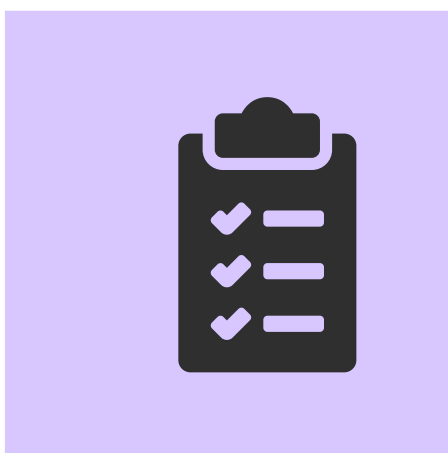
Researchers observe subjects in
their natural environment
without manipulating or
controlling the environment. This
methods aims to capture
authentic behaviors and
interactions. For example, a
researcher might observe
children's play behavior in a
schoolyard.

Researchers define specific
behaviors, events, or criteria to
observe and record. This
observation method is useful when
the research question focuses on a
particular setting or aspects of
behavior. An example could be
observing the frequency of specific
interactions in a workplace.

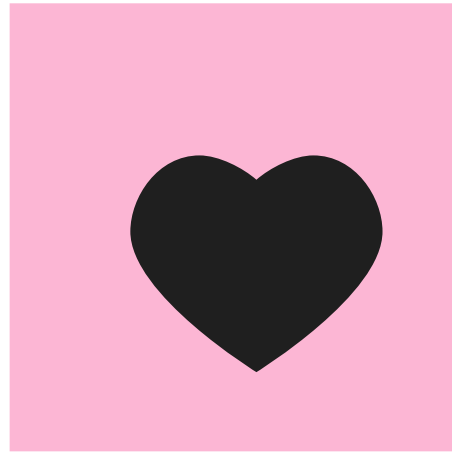
International
domestic trade
shows are a great
way to gether
information and to
meet competitors,
customers and
prospects

Goverment
reports, local, state
and federal may
indicate inbound
and outbound
investment
analysis

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?