



#### 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?

what is an  
analysis of  
market to  
identify  
opportunities ?

Research  
competitors

what are  
market  
needs?

How do you  
analyze  
market  
growth ?

Be aware of  
internal  
forces

Understand  
the  
customer



LEENA

conversion  
analysis

Increase  
revenue

optimization  
process

Marketing is  
an career  
with a lots of  
future  
growth

planning

It's creative  
and  
challenging



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

#### Does

[See an example](#)

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

#### Feels

