



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?



Markets insights expert must be able to breakdown data.

Analysing information about your target in the market.

Market insights is essential for any business.

Identify new opportunities.

Understands your customers.

Analyze your competition.

This quality is maybe the most crucial.

You must be an effective communicator, verbally and in writing.

Revealing new possibilities and approaches.

Innovative market idea.

Pain points for the consumers.

Highlight its unique strength.



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?

 [See an example](#)