



### 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?

how are they  
marketing  
their  
offerings?

how the  
popular  
companies  
have started  
growing high?

why is  
consumer  
behavior  
important?

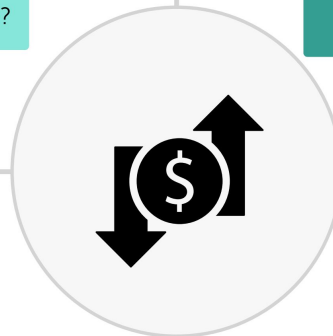
why are  
sometimes  
the sales  
was low?

which  
brands are  
growing  
and why?

what do you  
think about  
preventing  
compasny  
from failure?

why the most  
of the people  
purchasing  
the market  
trends?

why the seller  
wants to  
understand  
customer  
experience?



by searching  
the Market  
surveys in  
internet

by reading  
the article  
in google.

developing  
well  
thought  
marketing  
plans

analyse  
external  
factors that  
could impact  
your business.

discussed  
with the  
team  
members

by searching  
the  
websities in  
google

figure out  
customer  
expectation  
and needs

Redesign  
your  
products



### 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?