



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

Says

Unveiling trends, opportunities, and challenges within your industry.

Understanding the behaviours, preferences, and needs of your target audience.



In-depth analysis of key competitors and their strategies.

Assessing the potential of new offerings or improvements.

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



Marketers are dreamsellers. They sell hope and dreams and sneak in their offerings along the way. Dreams are all about a better now.

Age of buyers, Size of the market, Customer buying patterns, Customer's income, State of the current market, Competition, How to distribute the product.



It's essential to have the ability to differentiate between hidden patterns and a broader context

A market insights expert must be able to break down data and draw out relevant information.

UNVEILING MARKET INSIGHTS



Thinks

Does

Observing consumers or another target audience in their natural environment.



Look back at your collection of themes and patterns. Take your themes and create a statement out of each one. Do some pair work with one another to create a new perspective or possibility.

Watching and recording what consumers do, say and feel as they interact with products, services, staff, and other customers.

Feels

The study of consumer behaviour is the study how individuals make decisions to spend their available resources (time, money, effort) on consumption related items.



The behaviour of consumer is dependent on a number of factors which may be economic or non-economic factors and are dependent upon economic factors such as income, price, psychology, sociology, anthropology, culture and climate.

Economic, Social, Psychology, Anthropology & Geography, Technology.

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

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



[See an example](#)