



Says

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

I am allegiant to delta becausee I never have a bad experience

I want somethings reliable

i don't understand what to do from here

business can optimize teir marking strategy

Thinks

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



This is really annoying

Identifying opportunities for growth

Am I dumb for not understanding this?

Scholarly articles for unveiling market insights analyzing



Team 8

Unveilling market insights spending behaviour and identifyig opportunity for growth

Refreshes page several times

shops around to compare prices

customer spending pattiess and preferences

growth by leveraging data analytics

Impatient: pages load too slowly

confused : too many contradictory prices

worried: they are doing something wrong

Enhance customer engagement to drive revenue growth



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?