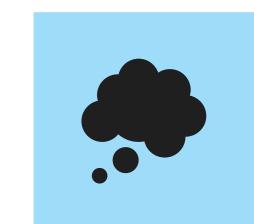


## Says

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?



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

I want somethings reliable

i don'tunderstandwhat to dofrom here

business
can optimize
teir markting
strategy

This is really annoying

Identifying opportunities for growth

Am I dumb for not understanding this?

Scholarly articles for unveiling market insights analyzing



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?



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



