

Says

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

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

"what factors

influence our

choices?"

customers'buying



Thinks

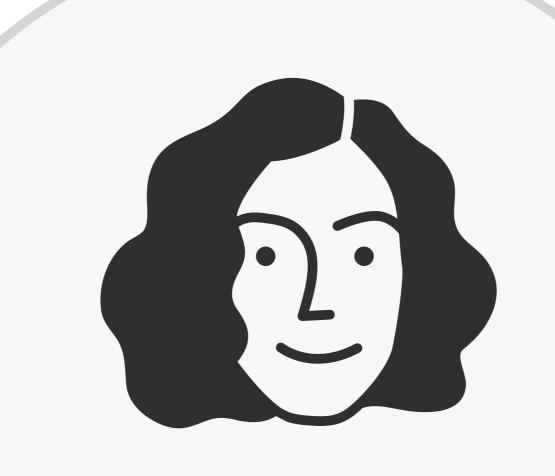
"our customers are looking for more value in the products they buy"

"we need to understand what drives our customers purchasing

decisions"

"competition is fierce; we must stay ahead by knowing our market inside out

"identifying trends can help us tailor our offerings" "we should invest in market research to gain a competitive



customers

"conducts
customer surveys
and collects data
on purchasing
habits

"analyzes market trends,competitior strategies,and consumer feedback

"considers
product or
service
adjustments
based on
research findings

"curiosity:i am eager to uncover consumer preferences and trends

"pressure:there's a sense of urgency to adapt to changing market dynamics"

"determination:i'am commited to using insights to drive businees growth



Does

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



