

Says

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

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TEAM
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PROJECT
TITLE:ANALYSING
SPENDING BEHAVIOUR

Customers might express that they are looking for products/service that cater to their specific needs and preferences.

"We're looking for date-driven insights to understand customer spending patterns better".

They might mention that they are cautious about their spending and want value for their money

It communicates valuable insights and recommendations to businesses based on its analysis.

It communicates its findings and recommendations clearly to clients and stakeholders.

Thinks

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



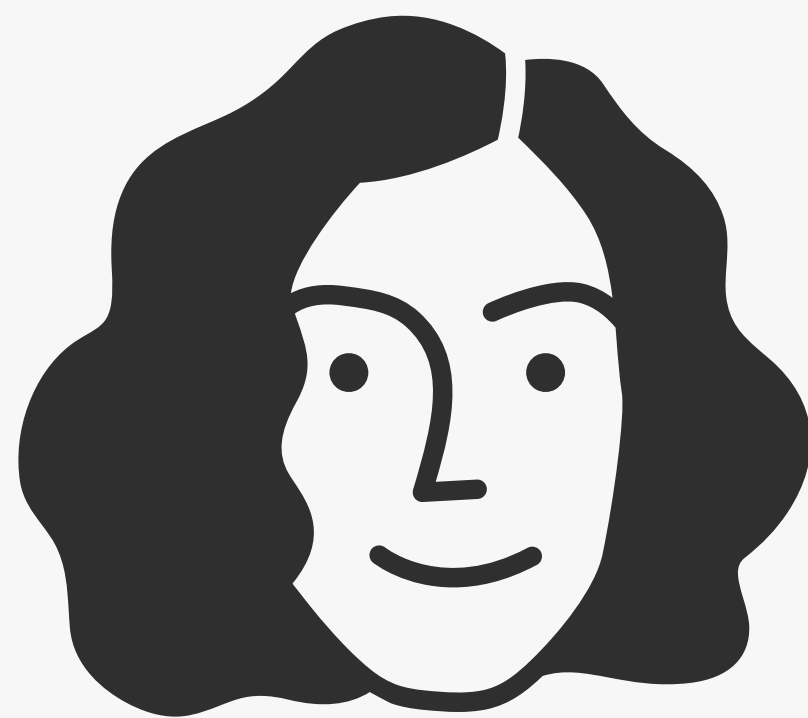
"We believe that by analyzinh market trends, we can uncover hidden opportunities for growth".

Customers might be thinking about finding deals, discounts, and offers to make the mostboutbofbtheirbpurchases.

It employs advanced analytics and market research techniques to asses spending behavior and growth potential.

It employs data-driven thinking and statistical analysis to comprehend spending patterns and market dynamics.

It employs data-driven thinking and analytical tools to understand consumer behavior and market dynamics.



Persona's name

Short summary of the persona

Actions: List the observable actions related to spendingbehavior.

Customers might actively research products online, read reviews, and compare prices before making a purchase.

They might also seek recommendations from friends or family.

"We're actively researching consmer behavior dat and inversting resources in advanced analytics tools".

If they feel a brabd understands their needs, they are more likely to engage with the brand's content and promotions.

It explores consumer sentiments and emotions to uncover the emotional factors influencing spending choices.

It gauges consumer sentiments and emotions to understand the underlying motivations behind spending patterns.

Emotions: Note down the emotions they experience during the spending process.

Frustrations: Identify any pain points or frustrations they encounter while shopping, like hidden fees, out-of-stock items, or long wait times.

We are excited about the potential insights we'll gain, but also a bit uncertain about how to interpret the data effectively.



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?

