



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?

conduct online surveys or gather feedback from customers to understand their opinions,needs,and concerns regarding your offering.

create visual representations like charts,graphs and dashboards to make complex data more understandable.

compare your findings to industry benchmarks and best practices to asses your performance and identify areas for improvement

Utilize data analytics tools analyze customer data and trends,which can provide valuable insights into market thinking.

study your competitors to gain insights in to what the market thinks about their offerings and identify potential gaps or opportunities

Analyze online reviews and feedback from customers to understand their thoughts



Unveiling market insights



keep a close watch on market trends and emerging technologies that may impact your industry .

Interpreting and acting on market insights can be challenging,especi ally if the data suggests the need for significant changes in your business strategy

sometimes market insights may reveal challenges or areas where your business needs improvement. This can create a sense of concern or urgency to address these issues

successfully uncovering valuable market insights can bring a sense of satisfaction knowing that you are equipped with the knowledge to make informed decisions.

Study your competitors to understand what strategies and tactics they are employing in the market.

Establish feedback loops to continuously monitor and adapt to changes in the market.



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?

[See an example](#)