

Says

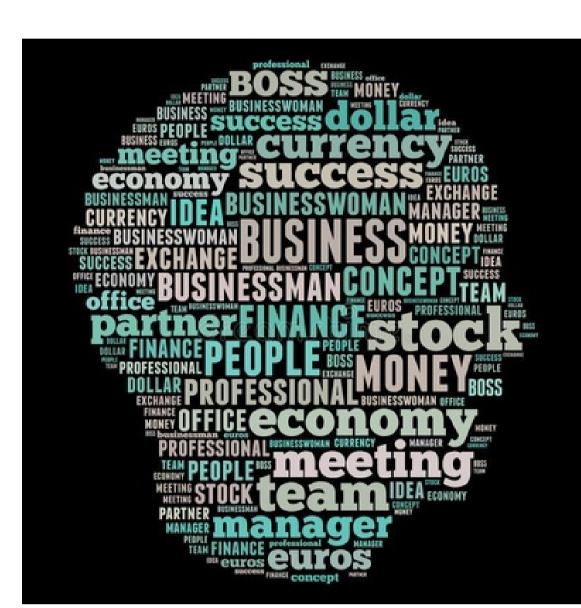
What have we heard them say?
What can we imagine them saying?

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



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

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

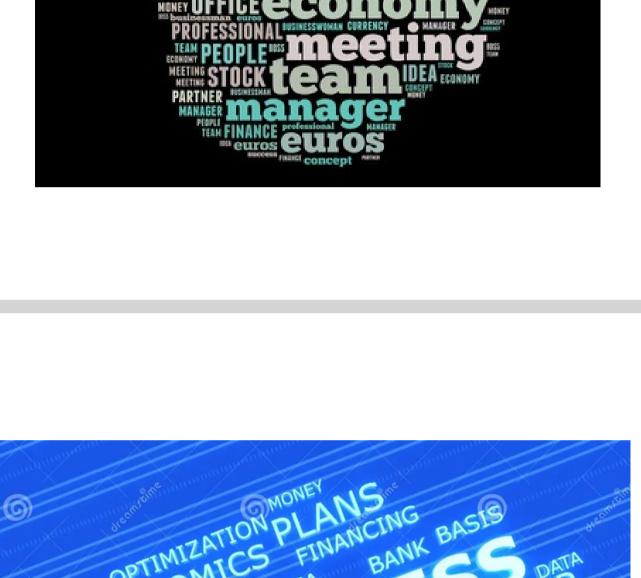
Utilize data analytics tools analyze customer data and trends, which can provide valuable insights into market thinking.

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

Thinks







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

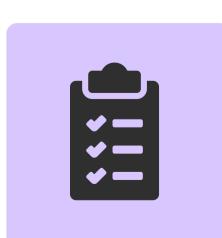
keep a close watch on market trends and emerging technologies that may impact your industry.

Interpreting and acting on market insights can be challenging, especially 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.



loops to

continuously

monitor and

in the market.

Establish feedback

adapt to changes

Does

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



Unveiling

market

insights

Feels

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

