



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?



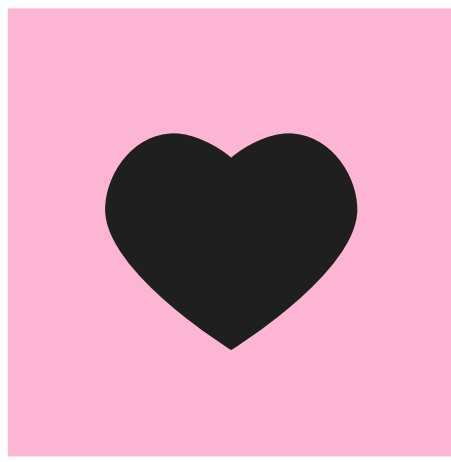
Sahanasherin's Team

Unveiling market
insights:Analyzing spending
behaviour and identifying



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

Where should i start?

what do you think?

what is Trending?

i was expecting something different

what brand do you like?

I want quality product in less amount

i want something awesome

what is best for me?

what else i am missing?

Wasting too much time?

Maybe this isn't the best

Cheap or expensive?

Team Discussions

Make calls

Make small decisions

Checks the website

Asks friends

More research

Confused

Inadequate

Focused

Satisfaction

Fear

Excited