



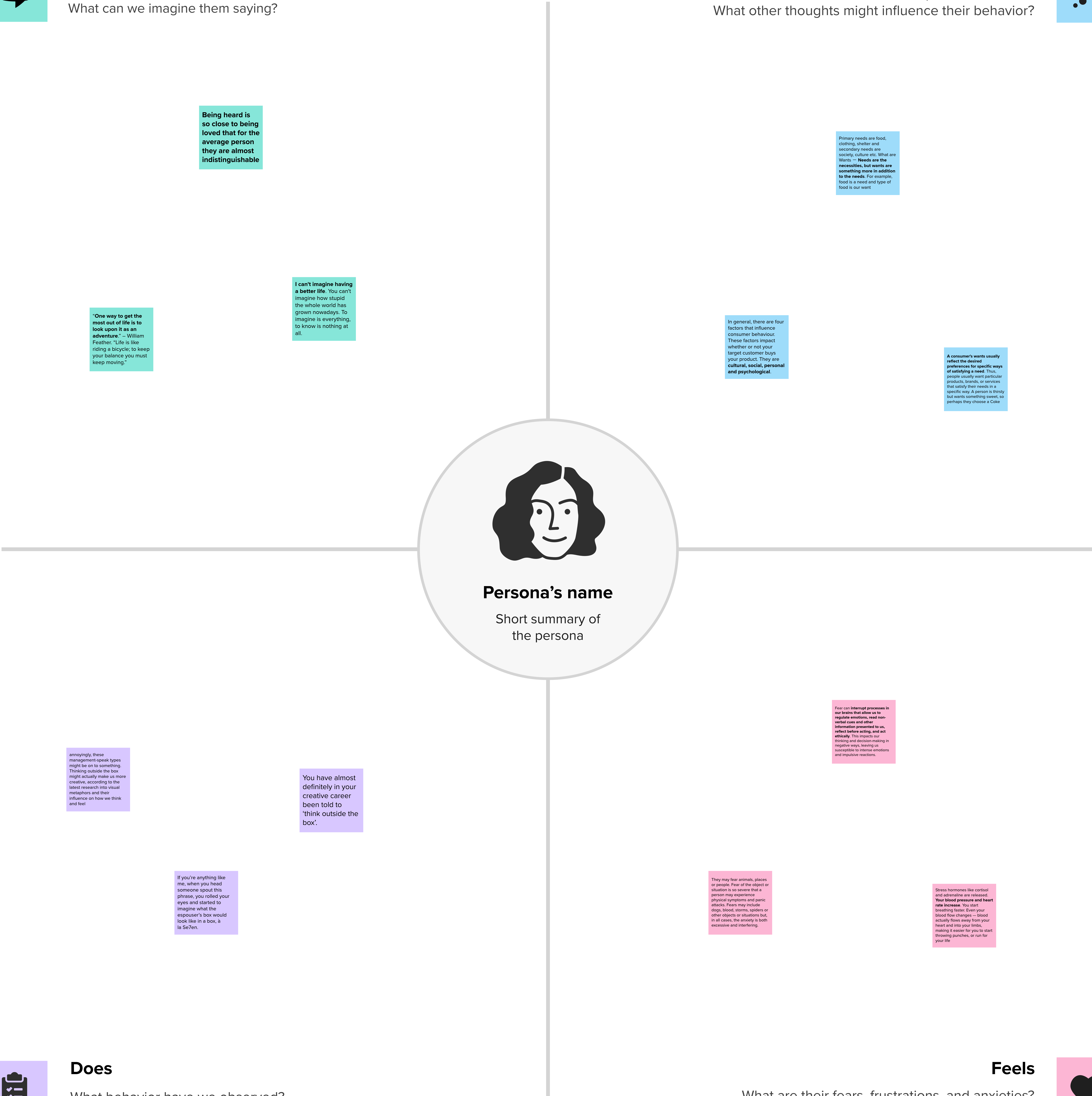
Says

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?



Being heard is so close to being loved that for the average person they are almost indistinguishable

"One way to get the most out of life is to look upon it as an adventure" – William Feather. "Life is like riding a bicycle; to keep your balance you must keep moving."

I can't imagine having a better life. You can't imagine how stupid the whole world has grown nowadays. To imagine is everything, to know is nothing at all.

Primary needs are food, clothing, shelter and secondary needs are society, culture etc. What are Wants -- **Needs are the necessities, but wants are something more in addition to the needs.** For example, food is a need and type of food is our want

In general, there are four factors that influence consumer behaviour. These factors impact whether or not your target customer buys your product. They are **cultural, social, personal and psychological.**

A consumer's wants usually reflect the desired preferences for specific ways of satisfying a need. Thus, people usually want particular products, brands, or services that satisfy their needs in a specific way. A person is thirsty but wants something sweet, so perhaps they choose a Coke

annoyingly, these management-speak types might be on to something. Thinking outside the box might actually make us more creative, according to the latest research into visual metaphors and their influence on how we think and feel

You have almost definitely in your creative career been told to 'think outside the box'.

If you're anything like me, when you head someone spout this phrase, you rolled your eyes and started to imagine what the espouser's box would look like in a box, à la Se7en.

Fear can interrupt processes in our brains that allow us to regulate emotions, read non-verbal cues and other information presented to us, reflect before acting, and act ethically. This impacts our thinking and decision-making in negative ways, leaving us susceptible to intense emotions and impulsive reactions.

They may fear animals, places or people. Fear of the object or situation is so severe that a person may experience physical symptoms and panic attacks. Fears may include dogs, blood, storms, spiders or other objects or situations but, in all cases, the anxiety is both excessive and interfering

Stress hormones like cortisol and adrenaline are released. **Your blood pressure and heart rate increase.** You start breathing faster. Even your blood flow changes -- blood actually flows away from your heart and into your limbs, making it easier for you to start throwing punches, or run for your life



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?