



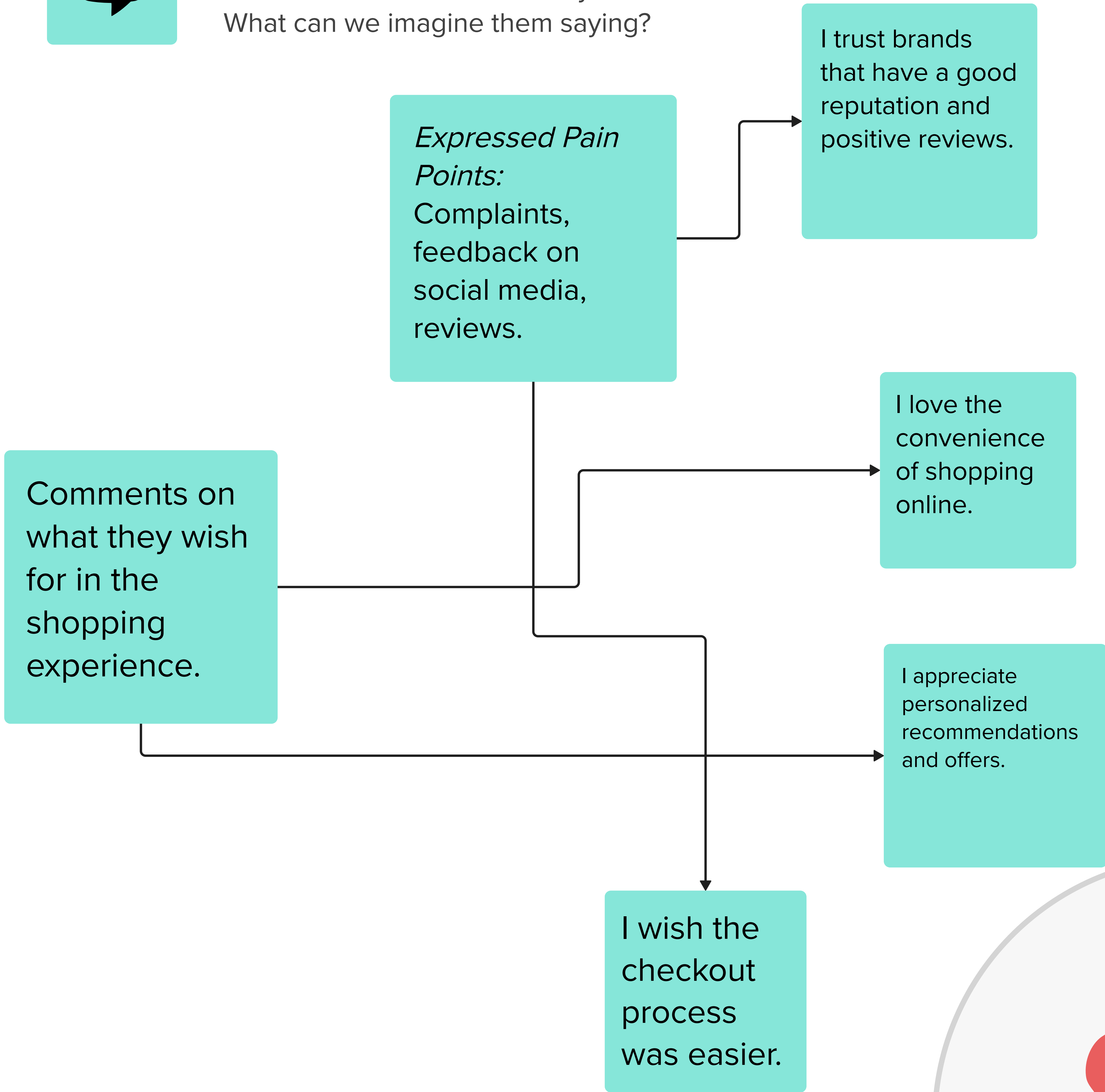
Says

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?

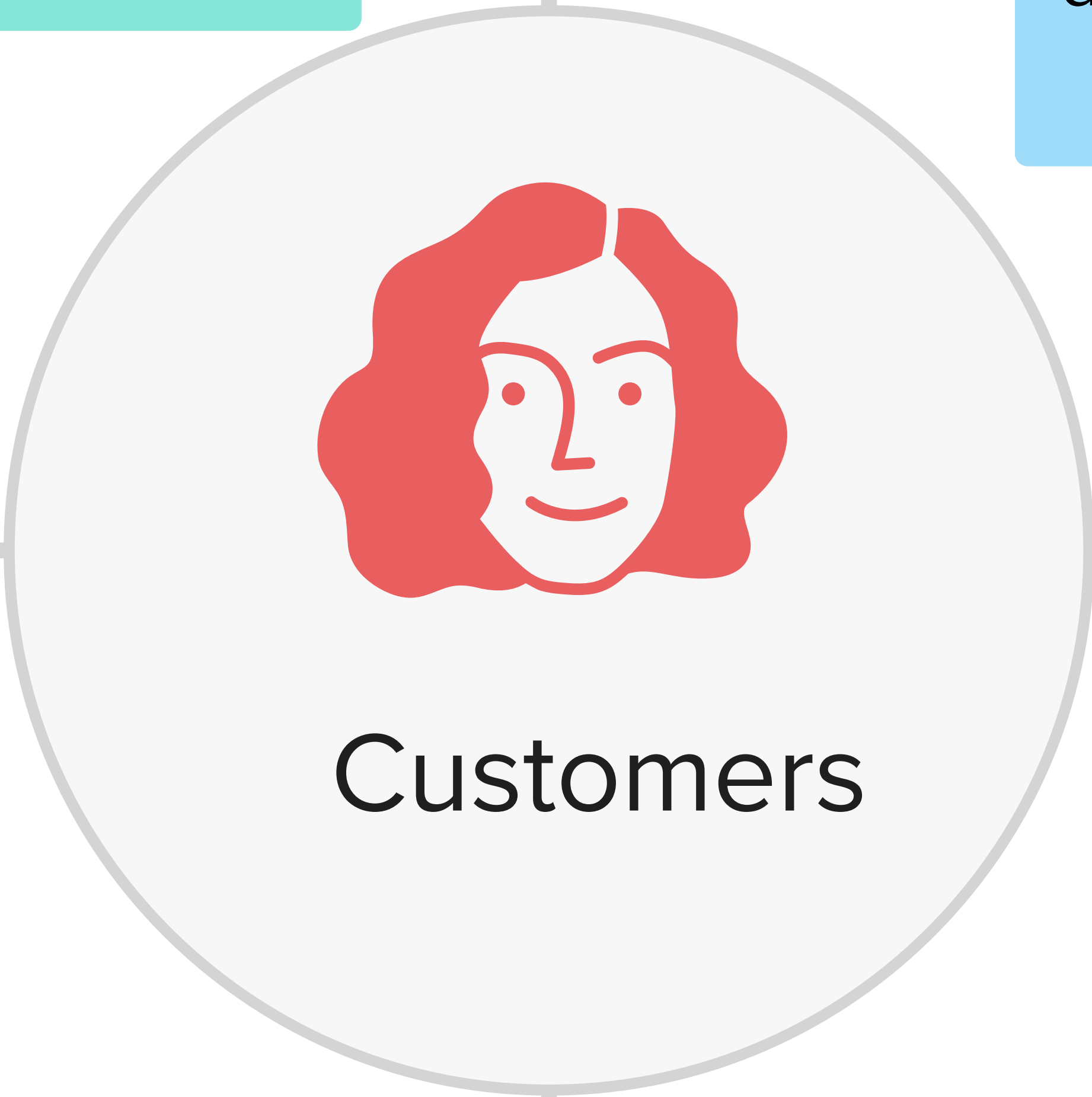


Wants to find the best deals and value for their money

They seek products that meet their needs and expectations at a reasonable price. Also, Product variety and options.

Worries about product quality and authenticity

Desires a personalized and engaging shopping experience



Customers

Fears

Product quality and authenticity

Payment security and data breaches

Shipping delays and product damage

Hidden costs and surprise charges

Frustrations

Slow loading websites and glitches

Limited payment options

Difficulties returning or exchanging products

Anxieties

Missing out on deals and discounts

Searching, Browsing, Comparing prices, Adding to cart and wish listing products

Observed Behaviour

Reading Product Descriptions, Promotions and Specifications

Sharing Products with Friends, Engaging with Brand Content

Imagined Behaviour

Signing up for Newsletters or Loyalty Programs, Leaving Product Reviews and Ratings



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?