

GOAL

What do they THINK and FEEL?

PAINS

- Frustration with current solutions and inefficiencies in daily tasks.
- Dissatisfaction with the current lifestyle, seeking improvements.
- Worries about potential drawbacks and skepticism about meeting expectations.
  - Overwhelming workload and a lack of social and leisure time.

GAINS

- Anticipation of increased convenience, efficiency, and satisfaction in daily tasks.
- Aspiration for a more enjoyable and fulfilling life.
- Excitement about potential benefits of a product or service.
- Balanced engagement with work, socializing, and leisure, leading to a more fulfilling lifestyle.

- What value does our product/service bring to their lives?
- How aspirational are they, and what solutions would make their lives more enjoyable?
- What concerns do they have regarding our product, and do they worry about meeting their expectations?
- What specific desires drive them to seek solutions that enhance their daily lives?

What do they need to DO?

What actions characterize their daily routines, shopping behaviors, and interactions with various media?

How do they habitually incorporate technology, engage in work and social activities, and balance leisure?

What are their typical engagement patterns in terms of work, social activities, and leisure?

How do they utilize technology for information, communication, and entertainment?

What do they SEE?

What environmental settings do they experience, and how do these settings reflect their diverse lifestyles?

In what ways do they interact with a mix of individuals from various demographics, emphasizing inclusivity?

How evident is their reliance on technology in daily life?

1. What social dynamics and relationship patterns are observable in their participation in social activities?

What do they SAY?

What opinions do they express about our product/service, and with whom do they share these opinions?

How do they articulate their preferences, aspirations, and concerns about different products or services?

In what ways do they share their daily challenges and seek advice or solutions from others?

How do they communicate and seek feedback on their experiences with various products or services?



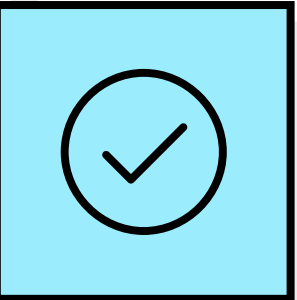
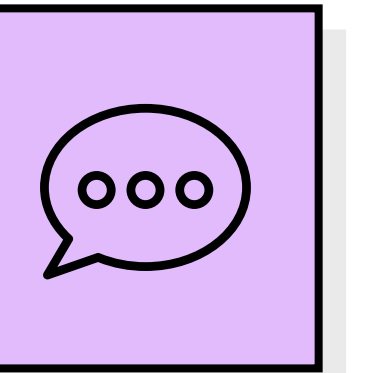
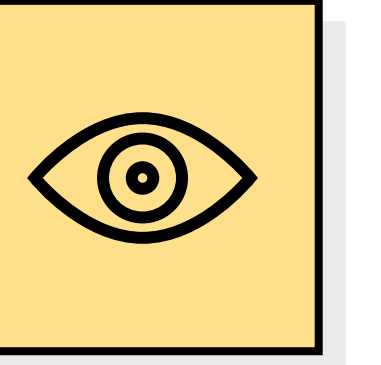
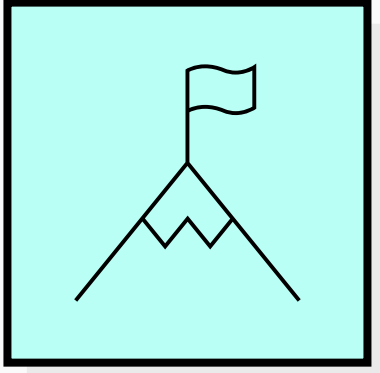
What do they HEAR?

Who are the trusted sources they rely on for recommendations, and how influential are friends in decision-making?

What role do online reviews and expert opinions play in shaping their perceptions and choices?

How do they receive challenges and feedback from their peers and mentors?

In what ways does their diverse network contribute to their insights and decision-making?



Understanding Beyond Basic Behaviors

Media Consumption Habits:

- Where do they get their news and information?
- What types of media do they trust, and how do they engage with different media channels?

Technology Comfort Level:

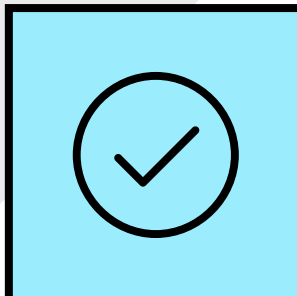
- How comfortable are they with using technology?
- Are they early adopters or more conservative when it comes to adopting new technologies?

Social Influence:

- How much do their social circles influence their choices?
- Are they trendsetters or followers within their social groups?

Brand Loyalty:

- How loyal are they to specific brands, and what factors contribute to this loyalty?
- Are they open to trying new brands or products?



Understanding Beyond Basic Behaviors

1. Motivations:

- What drives them to make specific choices or take certain actions?
- What goals are they working towards, both short-term and long-term?

2. Challenges:

- What obstacles or challenges do they regularly encounter in their lives?
- How do these challenges influence their decision-making and priorities?

3. Values and Beliefs:

- What core values and beliefs shape their worldview?
- How do these values impact their preferences and choices in products or services?