



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?

AT WHAT
PRICE
WOULD YOU
EXPECT?

I WANT
SOMETHING
AWESOME

WHAT
BRAND TO
YOU LIKE?

WHAT SIZE
IS BEST ?

WASTING
TOO MUCH
TIME?

MAYBE
THIS ISN'T
THE BEST



UNVEILING MARKET
INSIGHTS: ANALYSING
SPENDING BEHAVIOUR
AND IDENTIFYING

LISTS PROS
\ CONS

COMPARES
PRODUCTS

OFFERSS
CAN BE
UPGRADED

OBSERVES
IN STORE

IMPROVE
CUSTOMER
ENGAGEMENT

CAN INCREASE
CUSTOMER
DEVELOPMENT



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?