



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?



Sheetal Thakur

8 years in FMCG retail, responsible
for sales performance across three
cities.

Show me last
month’s
top-selling
product lines
at a glance.

If I catch early
signs of an
underperforming
city, I can
reallocate stock

I need a quick
way to
compare
payment
methods

Why did
Cosmetics
sales dip in
Pune?

Are our
weekend
promotions
really driving
extra revenue?

What demographic
(gender /
membership) buys
most Snacks vs.
Fruits?”

Opens the
dashboard
first thing
each morning.

Filters by **City**
→ **Channel** →
Product line
to spot
hotspots.

Exports raw
data for
deeper Excel
modeling.

Anxious
when
week-to-date
sales lag 10%
behind target.

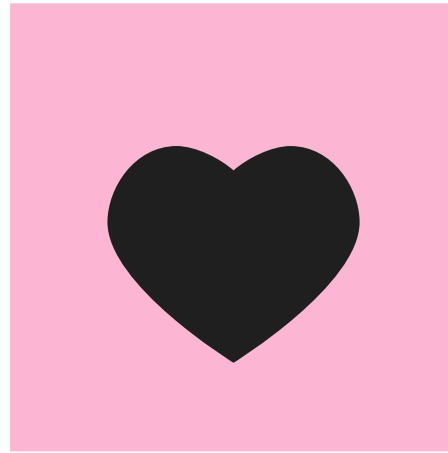
Relieved if he
can pinpoint a
clear growth
driver (e.g.,
Frozen foods).

Frustrated
when data
updates lag and
he doesn’t trust
“real-time”
numbers.



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?