



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?

Market insights may be the ideal job for us.

The goal of the field of market insights is to learn about and analyse the market .

An unmet customer need.

Specify opportunity in concrete terms.

Assess opportunity attractiveness.

Assess advantage relative to competition.



Persona's name

Short summary of the persona

Identify customer needs.

Stay ahead of competition.

Enables business expansion.

Marketing is buying and selling process.

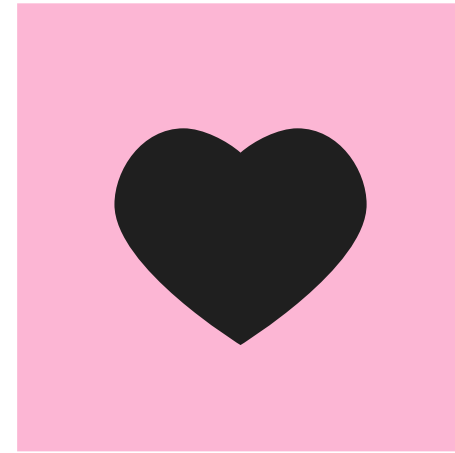
Advertisement is use to identifying product in marketing

Today increasing online marketing everywhere.



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?