



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 is the discovery of a relevent

"Hopes" reveal your teams'expectation about what can be accomplished

market insights reveal your innovation's true target market -or lack there of

insights no longer take months to produce , insights validate your marketing

dream of a busy bustling market is a suggestion that you have a strong business idea

our thoughts create our feelings and our feelings drive our behaviour



Persona’s name

Short summary of the persona

you can do this by starting with a question , a statistic ,or a story that will pique their interest

use simple languague and visualize to help explain your findings

consumer behaviour is greatly influenced by psychological, social,and economic factors

observations is the process of watching and recording consumers behaviours ,actions and interactions with produts

facilitate impulse purchases because consumers are primed to take action

Take time out . It' s impossible to think clearly when you're flooded with fear or anxiety



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?