



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?

How do we
start the
marketting?

Which is the
best field in
Marketting?

Which
Problems
may arise?

How many
fields are in
Marketing?

Which is the
correct
place to start
marketting

Choosing
the best
product



Discuss with
friends and
family

Decide
which
Marketing is
best for us

More
research
about
Marketting

Excited

Fear

Interest



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?