

What do they
THINK & FEEL?

What

- really counts?
- are major preoccupations?
- worries them?
- drives or inspires them?

What do they
HEAR?

What

- customers say?
- the boss says?
- influencers say?
- friends/peers say?

What do they
SEE?

Community
Environment
Friends
What the market offers

What do they
SAY & DO?

Attitude in public
Appearance
Behaviour towards others/environment

**Profile/
Persona**

PAINS

Fears
Frustrations
Obstacles

GAINS

Wants & Needs
Measures of success
Opportunities