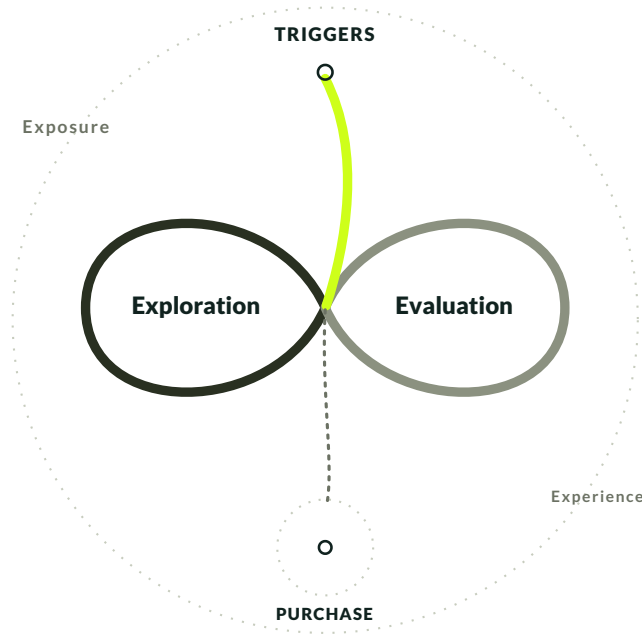


The Messy Middle

A decision-behaviour model: explains the exploration and evaluation loop people spin through between trigger and purchase. Origin: Alistair Rennie & Jonny Protheroe (Google)



● TRIGGERS

The real-world event, need, or stimulus that makes someone start looking in your category.

● EXPLORATION

The expansive mode - how the shopper widens the field and builds a consideration set, and whether you appear in it.

● EVALUATION

The reductive mode - how the shopper narrows the shortlist, and which biases tip the cut in your favour.

● PURCHASE

Exiting the loop - the last friction or excuse to remove so the shopper is confident enough to buy now.

● EXPOSURE

The always-on presence and familiarity that biases the whole loop toward you before, during, and after it.