



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?



"I love their
freshly
baked
bread."

What might be
going on in
the minds of
bakery
customers?

"The service
is always
friendly and
welcoming."

What do
customers
say about
the bakery?

"I want to grab
a quick
breakfast on
my way to
work."

"I hope they
have my
favorite cake
for my special
occasion."

I place my
regular order
for a croissant
and coffee."

"I take pictures
of the
beautifully
decorated
cakes."

I feel happy
and
comforted
when I walk
in."

I often
recommend
the bakery to
friends and
family."

I sometimes
feel
overwhelmed
by all the
choices."

I appreciate
the warmth
and aroma in
the bakery."



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?