



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?

The customer sees a variety of sweets displayed in an organized manner.

The customer thinks about the taste and quality of the sweets.

The customer sees the cleanliness of the store.

The customer sees the staff wearing clean and tidy uniforms.

The customer feels excited to try new sweets.

The customer feels satisfied with the service provided by the staff.



The customer hears the staff explaining the different types of sweets available.

The customer hears the sound of the cash register.

- The customer gains knowledge about different types of sweets and their ingredients.

The customer gains a satisfying experience of indulging in delicious sweets.

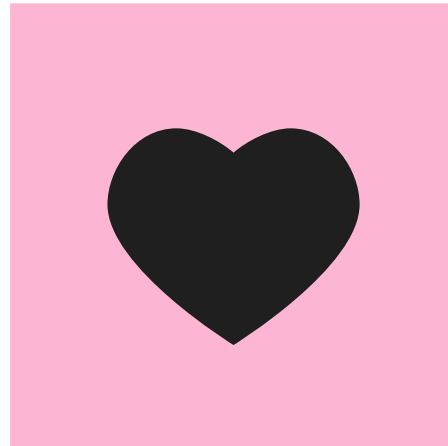
The customer hears the staff greeting them with a smile.

The customer gains access to high-quality sweets made with fresh ingredients.



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?