



Says

What have we heard them say?
What can we imagine them saying?

"I love their
freshly
baked
bread."

jThe service
is always
friendly and
welcoming."

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is always
friendly and
welcoming."



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

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

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

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



keerthi sweets

bakers make the world
smell better

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

"I often
recommend
the bakery to
friends and
family

"I take pictures
of the
beautifully
decorated
cakes."

"I feel happy
and comforted
when I walk in."

"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?